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THE NATIONAL NEWSPAPER OF MARKETING

Premium Conference . . .

Offer on Box Skirts Store Ban, Dunham Declares

Chevron-Kodak Offer Boosts Credit Card Use 30%, Group Told

NEW YORK, Sept. 26—William P. Dunham, who takes over shortly as the first fulltime president of the Premium Advertisers Assn. of America, told manufacturers today they can beat supermarket point of sale restrictions and still win customers through the use of premium offers printed right on the package.

Speaking at the Premium Advertising Conference, Mr. Dunham urged manufacturers to consider "greater use of premium incentive advertising and merchandising to fill the gap in other types of promotional programs formerly utilized that have lost much of their steam lately."

Premium men also heard a "troika" presentation of a Chevron-Kodak camera premium deal, de-

(Continued on Page 104)

MacIntyre New FTC Member; Proposes Speedup Rules

WASHINGTON, Sept. 26—A. Everett MacIntyre, who was a member of the Federal Trade Commission staff for 25 years, became a commissioner today, and promptly offered a far-reaching plan to speed the commission's hearings.

Under his plan, outlined publicly just after he took the oath of office, FTC would exercise "quasi-legislative" authority, to establish a list of per se unfair and deceptive practices. He said this would greatly reduce the amount of time lost establishing proof in routine charges.

The new commissioner first joined FTC's staff in 1930, and gained experience in every phase of the commission's work. Since 1955 he has been chief counsel of the House small business committee. Rep. Wright Patman (D., Tex.), the committee chairman, induced President Kennedy to give Mr. MacIntyre the FTC seat formerly occupied by Commissioner Robert Secrest, whose term expired today.

■ In outlining his plan for speeding FTC's work, Mr. MacIntyre conceded that he was proposing to utilize a power which has never

(Continued on Page 104)

$20,000 SWEEPSTAKES INTRODUCES NEW PILLSBURY PANCAKES
This ticket may be worth $100.00 CASH!
Try the new pancakes that bake up lighter because the batter won't thicken up
Pillsbury

PANCAKE SWEEPSTAKES—*Pillsbury launched a sweepstakes contest for its new pancake mix in this color page in the Oct. 10 issue of Look.*

Pillsbury Offers Prizes via Numbered Blanks in 'Look'

MINNEAPOLIS, Sept. 28—Pillsbury Co. is promoting its new pancake mix with a novel sweepstakes contest in the Oct. 10 issue of *Look*.

Along with a color page ad for the new pancake mix is a facing pop-up entry blank in the $20,000 contest. Each entry blank has a different number and consumers can learn the winning numbers by visiting their grocers. Each winning number nets the holder a $100 prize.

■ Pillsbury also is promoting the pancake mix with participations on nine daytime tv shows on CBS and NBC. The product will be promoted for the remainder of the year, and other magazines may be used later. Leo Burnett Co., Chicago, is the agency.

This is the first time that Pillsbury has employed such a contest. The new pancake mix will replace a standard pancake mix that the company has marketed for some years. Pillsbury also markets buckwheat and blueberry pancake mix products. #

Hand In or Hands Off . . . ?

Giant TV Spenders Tell Control Policies

All but Bell & Howell, Esso, Advise FCC They Review Programming

By Maurine Christopher

NEW YORK, Sept. 28—It was the advertiser's day in court here this week as the Federal Communications Commission's network tv program inquiry staff resumed public hearings.

Stacked up on a table in the courtroom were 19 fat volumes of previous hearings—mute testimony to the time and energy already consumed in this four-year-old effort to provide the commission with the inside story of the tv network business.

Forty top sponsors comprised the cast for what has been billed as the next-to-the-last chapter in this tv whodunit. The windup, due in time for a final curtain this year, will feature the men most directly involved, the heads of the networks.

■ The questions in this Q.&A. drama are provided by FCC attorneys Ashbrook P. Bryant and James Tierney.

What the FCC expects to come out of this mountain of material collected over the years from ad agencies, the public, producers, writers, performers, sponsors and networks is nebulous. FCC Chairman Newton Minow last week told reporters he expects some specific results even though some of the testimony already is out of date. He would not say what changes he had in mind other than the licensing of tv networks, which he hopes Congress will authorize next year *(see story on Page 6)*.

P&G Defends Rights

This week's list of witnesses was topped by **A. N. Halverstadt**, general advertising manager of Procter & Gamble, and overseer of a $100,000,000 tv budget. As though to keep that figure from sounding gigantic, he explained that in terms of the average brand this amounted to only 5.6¢ per brand per year against the average U.S. home.

Mr. Halverstadt stoutly defended the advertiser's right to keep a wary eye on his tv programming to make sure it does not violate company policy, and to make creative contributions to prolong the life of a successful vehicle.

■ Entered into the record in detail was P&G's long-standing broadcast editorial policy, which warns against everything from excessive passion, to treatment of national or regional controversial issues, to ridicule of manners or dress, to offending almost every conceivable group in this country and Canada. A special section urges caution in treating P&G's drug, grocery and industrial customers.

While admitting that the editorial policy covered a wide range of unacceptables, Mr. Halverstadt argued that this editorial policy does not constitute "program control" as commonly understood. He

(Continued on Page 96)

More Cars, Ad Money Fatten Media as Auto Makers Unveil New Models

By Hugh Quinn

DETROIT, Sept. 27—At a recent cocktail party, held to preview a line of 1962 automobiles, an observer scanned the festivities and remarked: "This is like a New Year's Eve party—as far as Detroit is concerned, the year begins when the new models come out."

And to usher in the new year, Detroit cut loose a barrage of advertising, in all media, that made the current week perhaps the biggest single week in the history of the automobile ad. If there is a citizen somewhere in this land who has not heard about the 1962 cars, he's probably out of contact with reality.

Automobiles made a big splash this week for three basic reasons: Ad budgets for 1962, generally speaking, are up from the year just ended, based on anticipated high sales; there are more car lines for the manufacturers to promote this season; and most of the car makers chose to announce their new wares at the same time, concentrating the announcement ads in a single short period.

■ Whether the auto industry is truly the "last of the big spenders" might be disputed in some quarters, but a glance at the current issue of *Life* confirms that the industry still carries a lot of weight in the advertising world. The magazine has 30 pages of new car and truck advertising, and only three of these pages are b&w.

Detroit looks forward to one of its best years in history—some sage analysts say it will be the second best, trailing only 1955. Predictions run as high as 7,250,000 new car sales for the year. To reach such a volume, automobile advertising will have to continue at a heavy rate throughout the year.

■ All of the manufacturers are counting on strong sales in the early weeks of the model year, as indicated by their heavy announce-

(Continued on Page 12)

Wool Bureau Sets New TV Campaign in Four Cities

NEW YORK, Sept. 28—The Wool Bureau will add television to its advertising schedule for the first time this fall.

A filmed 20-second spot featuring men's wear will be shown 10 times in New York, eight in Chicago, and 13 each in Los Angeles and Washington during an approximately two-week schedule running until mid-October. More cities are expected to be added later to the campaign, which is being sponsored in cooperation with retailers.

The humorous wool commercial shows an executive who, while trying to memorize a speech, is reminded by his wife, a girl on a bus and his secretary that if the suit he's wearing "isn't wool, forget it." Instead of delivering his prepared speech later, the bemused business man reiterates the wool theme.

The Wool Bureau's agency, Hockaday Associates, is handling the drive. #

Last Minute News Flashes

Torrington Switches to F&S&R from Hazard

TORRINGTON, CONN., Sept. 29—Torrington Co., maker of anti-friction bearings, knitting machine and sewing machine needles, and precision metal parts, has switched its $500,000 account from Hazard Advertising to Fuller & Smith & Ross, New York. Hazard has handled the account since 1923.

Arthur Stein Named 'Redbook' Ad Director

NEW YORK, Sept. 29—Arthur Stein, publisher of *Coronet*, which ceased publication with the October issue, has been named advertising director of *Redbook*, New York. Charles Thorn had been publisher and ad director, and will continue as publisher.

C. J. LaRoche's Howard Takes Extended Leave

NEW YORK, Sept. 29—William H. Howard, president of C. J. LaRoche & Co., has left the agency "on an extended leave of absence." Chester J. LaRoche, chairman, said he had no plans to reassume the presidency. Mr. Howard, formerly with the account management staff of J. Walter Thompson Co., was named LaRoche president last April.

'WSJ' Family Sunday Paper to Bow Around January

NEW YORK, Sept. 29—The new "general interest Sunday newspaper for families" to be published by *Wall Street Journal's* Washington plant will appear around January. Among names seriously considered is *The National Observer*. The newspaper will be distributed nationally via single copies and subscriptions, with "heavy East Coast concentration." A standard-size paper, it will include "a lot of pictures," but will shun color and supplements. Ad rates have not yet been set.

(Additional News Flashes on Page 95)

Premium Corp., Grand Union Form Joint Company

Performance Incentives Will Sell Merchandise, Premiums and Vacations

NEW YORK, Sept. 28—Two of the nation's largest trading stamp companies have formed a separate corporation which will sell merchandise, premiums and packaged incentive-plan vacations to advertisers.

The duo is Grand Union Co., whose subsidiary is Triple-S Stamps, and Premium Corp. of America, which has Gold Bond. Their new company is Performance Incentives Corp., which will use some 225 Triple-S (50) and Gold Bond (175) redemption centers to "take premium buying out of the mail order field" and enable purchasers "to see the merchandise in the flesh."

■ Performance Incentives, which had been in planning stages for a year before its business baptism Aug. 1, is a "logical outgrowth" of cooperation between Grand Union and Premium Corp., which for years have worked together on stamp promotions. For example, the premium catalog issued by the companies has been a joint pro-

(Continued on Page 104)

Burnett Names Thiele President, Boosts 4 Others

Heath Will Retire; Young to Become Less Active with the Agency

CHICAGO, Sept. 27—Leo Burnett Co. this week announced the promotion of five executives to top-level positions, effective Oct. 1.

The agency also disclosed that Richard N. Heath, chairman of the executive committee, would withdraw from active participation in agency affairs at the end of this year, and that William T. Young Jr. will retire from the presidency and become less active in agency operations.

Following are the men who were promoted and their titles:

• **Edward M. Thiele**, 47, exec vp, client services, is the new president of Burnett. Mr. Thiele, who has been with the agency for ten

Edward Thiele William Young

years, succeeds Mr. Young, who has decided to divide his time between company business and his personal affairs. Mr. Young, however, will continue to be active in the agency and will continue as a company director, member of the executive committee and chairman of the plans board.

• **Draper Daniels**, 48, exec vp for creative services, has been boosted to chairman of the executive committee—Mr. Heath's present posi-

(Continued on Page 98)

Call Agency Early to Aid New Item's Success: Coty VP

NEW YORK, Sept. 28—Admen must enter the new product planning process "at the very first stage," to make their greatest contribution to sales success, Wallace T. Drew, vp and director of marketing of Coty Inc., said today.

Mr. Drew spoke at an Assn. of National Advertisers' workshop on "successful marketing and advertising techniques for new products."

"The later the advertising man and his group are brought into new product planning," said Mr. Drew, "the less effective he can be. He is then called upon as a craftsman, not as a management man, to develop a plan to make the product successful."

The ideal new product, he said, developed this way: "The company studies its general problem carefully, plans its sales volume and profit needs, determines the percentage of sales volume that must come from new products, and then determines specifically what kind of products they should be."

■ In such a situation, he said, advertising men could be of "maximum" help: "First, with consumer research to determine what char-

(Continued on Page 12)

UP THRUST—*Buick introduced its '62 line with this four-color spread featuring "advanced thrust." Re-engineered engine mounting has moved the engine forward and virtually eliminated the front-seat floor hump. McCann-Erickson, Detroit, is the Buick agency.*

Plowe Paid Tax on $28,699 Originally Charged to Pew, Court Records Show

WASHINGTON, Sept. 27—Tax court records showed today that Elliott W. Plowe, now president of Grant Advertising, agreed to pay income taxes on $28,699 which the government originally tried to charge to Marlen F. Pew Jr., New York adman.

A tax court decision last week cleared Mr. Pew, who said the $28,699, part of nearly $60,000 collected for public relations services for Peter Paul Inc., Naugatuck, Conn., in 1952, had been turned over to Mr. Plowe, who was then Peter Paul's advertising manager (AA, Sept. 25).

The tax court records show revenue agents had investigated both Mr. Pew and Mr. Plowe. Deficiency and fraud charges were lodged against Mr. Pew early in the second half of 1957, and against Mr. Plowe in mid-1958.

■ Attorneys for Mr. Plowe successfully fought off efforts of the Internal Revenue Service to bring the two cases to trial simultaneously. Noting that Mr. Pew had admitted that he "lied" in two affidavits which he gave the revenue service during the investigation, they declared on Oct. 5, 1960: "Any attempt to consolidate petitioner's case with Mr. Pew's would only serve to associate the petitioner with a confessed liar and to defame petitioner's good name."

Charges against Mr. Pew went to trial in New York Oct. 10, 1960, but the decision was not rendered until last week. The case against Mr. Plowe did not go to trial. Records show it was settled on Oct. 20, 1960, with Mr. Plowe agreeing to pay $18,433.32, as the tax deficiency on $28,699, and an additional $998.55, a 5% penalty for negligence.

■ The government's original claim against Mr. Plowe involved only the $28,699, with the Internal Revenue Service seeking the $18,433.32 deficiency plus $9,985.47, a 50% penalty for fraud.

On Sept. 3, 1959, the Internal Revenue Service revised its claim upward. It contended Mr. Plowe received at least $17,300 of other "unreported taxable income," and cited seven deposits at two New York banks as evidence. At this stage of the litigation, the Internal Revenue Service was claiming that Mr. Plowe's income in 1952 totaled $58,790.81, while his tax return reported only $10,364.35.

■ The settlement in the Plowe case filed with the court Oct. 20, 1960, reverted to the original $28,699 claim, and made no further reference to the $17,300 in checks. The 5% negligence penalty was substituted for the 50% fraud penalty in the original claim.

At his Oct. 10, 1960, trial, Mr.

(Continued on Page 98)

Sovereign Promoted

Owens-Corning Fiberglas Corp., Toledo, has appointed Oakley Sovereign merchandising manager of sales of the manufacturers marketing division. Mr. Sovereign was formerly advertising supervisor of the home building products division.

Ac'cent Sets 3-Media Push in 5 Cities for 2 New Flavors

SKOKIE, ILL., Sept. 29—Ac'cent International, a division of International Minerals & Chemical Corp., is introducing lemon flavored and garlic flavored Ac'cent food additive in five markets.

Spot radio and direct mail couponing will be used in all five markets—Cleveland, Baltimore, Washington, Detroit and Pittsburgh. In addition, half-page color ads will run in Sunday supplements of the *Baltimore Sun*, *Cleveland Plain Dealer* and *Washington Post*.

Radio advertising began two weeks ago, and the print ads will begin Oct. 1.

Ac'cent is offering 10¢ coupons via direct mail to 70% of the households in the five cities.

■ The new products, plus the original all-purpose Ac'cent, are being promoted with the theme, "Open up a wonderful world of flavor."

Additional cities will be added until national distribution is completed. Needham, Louis & Brorby, Chicago, is the agency. #

L&M, KTTV Sign 'Unprecedented' 60-Week Deal

LOS ANGELES, Sept. 26—In what the station described as an "unprecedented" deal between a national account and local station, Liggett & Myers Tobacco Co. has signed with independent outlet KTTV here for half-sponsorship of the station's special events broadcasts and quarter sponsorship of its upcoming sports programs, both for a period of 60 weeks.

The $250,000 arrangement involves partial sponsorship by the cigaret maker (Chesterfield and L&M brands) of more than 91 local events for a minimum of 250 hours of air time, the station said.

■ The sports package—which L&M shares with Miles Laboratories, Hertz Rent-a-Car and a still-to-be-signed fourth participant—includes 52 individual sports telecasts originating in the West. Special events programming—shared with Great Western Savings & Loan Assn.—includes major speeches, local parades, Easter sunrise services, and spot news events.

J. Walter Thompson Co. is agency for L&M. #

World Series to Blanket Continent via NBC and CBC

NEW YORK, Sept. 27—Nine out of ten men and two out of three women in the U.S. will see some part of baseball's World Series. The average male fan will watch more than four games.

That's the size of the television audience Gillette Safety Razor Co. and Chrysler Corp. expect to get for the series between the New York Yankees and the Cincinnati Reds.

Station lineups in this country and abroad are incomplete until practically game time, but NBC-TV will feed the games to 210 to 220 stations in the U.S., and through CBC to 54 in Canada (42 in English and 12 in French). NBC Radio will service 400 radio stations. CBC will have a radio hookup of 67 English-language and 17 French-language stations.

■ Commercials in the U.S. and Canada will be shared equally by Gillette and Chrysler (see story on Page 1), which follows General Motors as co-sponsor of this special event.

Gillette's coverage will require commercials in three languages—Spanish and French as well as English. At the CBC studio in Montreal, a French-speaking announcer will pick up the English play-by-play via earphones and make a simultaneous translation into French for his radio audience. Another French-speaking announcer will watch the tv monitor and provide appropriate commentary for the doings on the field and in the commercials as the telecast progresses.

One-day late kinescopes with commercials to be handled in Spanish by local announcers will be sent to most of Latin and Central America and to a few baseball-loving countries in South America. Most of the same territory will be covered by radio mainly by shortwave, but Mexico will be serviced via direct lines.

■ Gillette's World Series promotion, already in full force, is featuring "The World Series Encyclopedia" offered free to each purchaser of a $1.95 Gillette razor. The company ordered 3,400,000 copies of the pocketbook volume.

Maxon Inc., agency for Gillette Safety Razor Co., coordinates this merchandising event and places the advertising in this country and Canada. Outside this country a number of foreign agencies are involved. #

Highlights of This Week's Issue

Newton Minow, chairman of the Federal Communications Commission, tells members of the Radio & Television Executives Society, that the country is "in their debt" for the heavier emphasis on news and public affairs this fall and for the reduction in "crime hours" ....Page 6

Admiral Sales Corp. will begin viewing presentations early next month from agencies which are seeking its $2,000,000-plus account ....Page 20

Skil Corp. runs novel pop-through four-page orange-and-black insert on its new "Recipro saw" in October business publications ....Page 24

Ivan Hill, president of Hill, Rogers, Mason & Scott, says because advertising people frequently relate their work to the public welfare, they have a greater responsibility as an occupational group to be ethical ....Page 31

General Motors' Defense Systems division launches advertising program designed to tell about its capabilities in the nation's defense and space programs and to attract top level scientific and technological personnel during future expansion ....Page 32

Foundation of Commercial Banks plans a $1,250,000 campaign aimed at showing that the banker is a "friendly guy" ....Page 34

Peter Storer, president, Storer Television Sales Corp., says advertising in the next decade must become "more efficient and more effective" in order to sustain the economy of the country ....Page 38

Sperry & Hutchinson Co. schedules sales drive aimed at manufacturers and sales organizations in the Northeast ....Page 40

Miller Brewing Co. appoints Drewrys Ltd., U.S.A., to distribute Miller High Life in Detroit ....Page 42

General Motors introduces its 1962 Cadillac via weekly and daily newspapers and spot radio ....Page 46

Statistical Tabulating Corp. will launch Coupon Almanac in September, 1962 ....Page 48

Three companies representing 58 daily newspapers and two weeklies serving the Negro market merge to form Consolidated Publishers ....Page 52

McCall's sponsors its Fifth Annual Congress on Better Living ....Page 56

Good Housekeeping survey finds that discount stores have created a "retailing revolution" but "despite their use by millions of women, many do not have the full confidence of a significant number" ....Page 62

Arthur Hull Hayes, president of CBS Radio, predicts that the network will pass the "break-even point in 1962".. Page 64

John Johns, management supervisor, vp and director of Batten, Barton, Durstine & Osborn, will retire at the end of the year ....Page 70

Gerard Piel, publisher, Scientific American, sees a vast transformation of our society, our modes of living and economy as the result of the speed-up in our rate of technological progress ....Page 73

John Blair & Co. opens a fall campaign to stir sponsor interest in the Blair group plan ....Page 86

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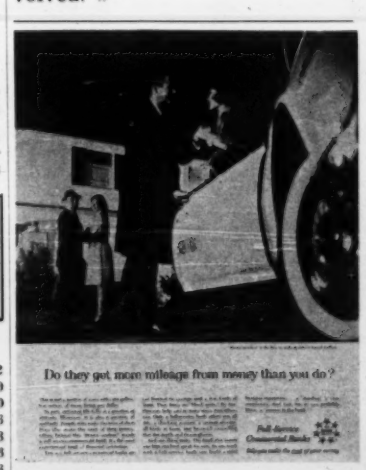


MORE MONEY MILEAGE?—*This is one of the page ads being run by the Foundation of Commercial Banks this fall in Life and The Saturday Evening Post emphasizing "full bank service." J. Walter Thompson, New York, is the agency. (See story on Page 34.)*

New Burnett Ads for Schlitz to Bow on Oct. 3

MILWAUKEE, Sept. 26—The long-awaited first ad created by Leo Burnett Co. for Jos. Schlitz Brewing Co. will appear Oct. 3 in magazines and newspapers throughout the U. S.

The initial insertion, which will be a full-page, two-color (chocolate brown and white) ad, will carry the headline, "His first name was Joe." Underneath is the Schlitz logotype, which takes up at least half of the ad. The brief copy talks about Jos. Schlitz, who married the widow of the founder of the brewery, who eventually drowned in the Irish Sea.

The ad will run in *Ebony, Life, Look, Newsweek, The New Yorker, The Saturday Evening Post, Sports Illustrated, Time, TV Guide* and *U. S. News & World Report.* Also on the schedule are 37 newspapers in selected markets throughout the U. S. No other media will be used.

■ The new campaign, which has been termed as "Phase No. 1" by Schlitz, will feature two other ads

(Continued on Page 103)

Hedley Attacks Proposed British Advertising Tax

LONDON, Sept. 28—Thos. Hedley Co., British subsidiary of Procter & Gamble, has attacked the proposed tax on advertising as a blow to the economy and an increase in the cost of doing business in the United Kingdom.

In a policy statement accompanying its annual report released last week, Hedley noted, "There is currently much well intentioned but, to a substantial degree, ill-informed criticism of advertising.

"For many years, advertising and other marketing skills have contributed to the development of our economy. Freedom to advertise stands with research and manufacturing as a major means of serving the consumer public."

■ Freedom to compete is essential in a free economy, the company argued, stressing that to tax advertising is to add to the cost of distribution and impair the manufacturer's ability to launch new and better products.

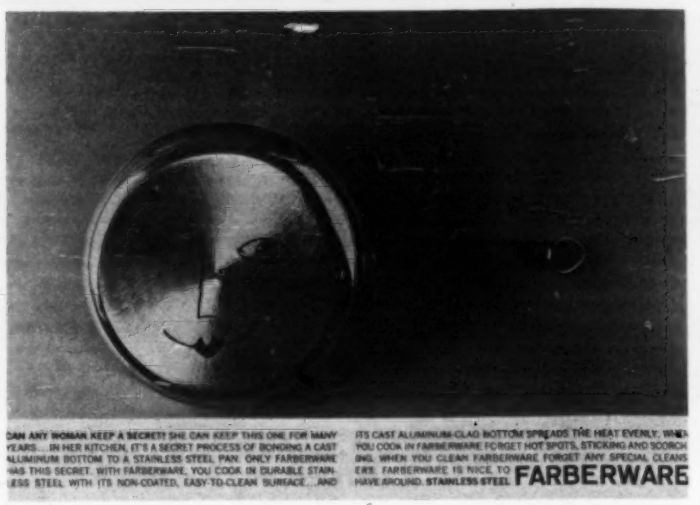
"If the cost of advertising should be increased disproportionately by taxation," the company said, "some other basically less efficient and currently more costly method of selling the consumer would have to take its place. In our view, this would be a wholly regrettable distortion of the economy of distribution." #

Post & Morr Boosts Two

Post & Morr, Chicago, has appointed Robert Wilkins supervisor of marketing research and Carole Wilstein senior marketing and research analyst. Mr. Wilkins was formerly assistant to the director of marketing research and Mrs. Wilstein was formerly a research analyst.

Stewart to Grant, Schwenck

Grant, Schwenck & Baker, Chicago, has appointed Kenneth D. Stewart a vp and account supervisor. Mr. Stewart formerly was a vp, account executive and member of the board and executive committee of Erwin Wasey, Ruthrauff & Ryan, Chicago.



BRIGHT PAN—*Farberware will run a series of four-color spreads like this in Sunday supplements for its stainless cookware. Smith/Greenland Co. is the agency.*

'Rocketing' Doyle Dane, Billings up to $60,000,000, Zooms into Dusseldorf Oct. 16

NEW YORK, Sept. 29—A new agency called Doyle Dane Bernbach will open for business in the West German city of Dusseldorf Oct. 16.

The move represents a 50-50 partnership between DDB and a $5,000,000 German agency, von Holzschuher & Bauer.

DDB's invasion of Germany is interesting on several counts:

• It is the first overseas venture for the agency that has rocketed from annual billings of $5,000,000 in 1953 to its current rate of $60,000,000.

• Moving into Germany, Doyle Dane is an agency strongly identified with advertising for such clients as Ohrbach's, Levy's Real Jewish Rye, El Al Israel Airlines, Israel Tourist Office and Barton's Candy Shops (which close on Saturdays and all major Jewish holidays).

• Most U.S. agencies move abroad to service client companies expanding abroad. Much of the impetus for DDB's move stems from the agency's work for a blue-chip German client—Volkswagen.

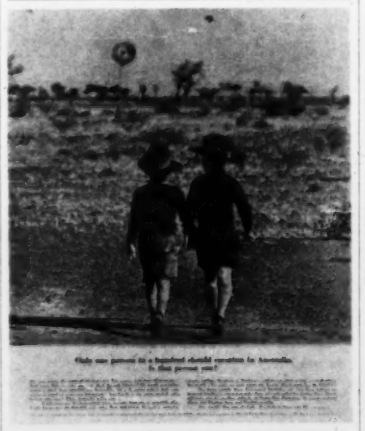
■ William Bernbach, president, and Ned Doyle, executive vp, will be in Dusseldorf for the formal opening. DDB of Germany will start with one account, the Federation of Coffee Growers of Colombia, a stateside client. It will be staffed initially by von Holzschuher & Bauer personnel, although DDB will send people from here later.

Doyle Dane naturally expects to attract other business in Germany. Its international department, organized here last year under the direction of Mervyn Malcolm, has been handling overseas advertising for several clients through associate agencies abroad.

The agency's biggest account in the international area is Remington Rand (typewriters and office equipment), which bills more than $1,000,000. Overseas advertising has also been placed for the Colombia Coffee Growers, Polaroid and Northrop Aviation.

■ DDB also noted pointedly this week that it has been handling in the U.S. such foreign clients as Volkswagen, French Government

(Continued on Page 10)



ECLECTIC APPROACH—*Launching a new campaign in Esquire and Holiday in November, the Australian National Travel Assn. will use the snob appeal, "Only one person in a hundred should vacation in Australia. Is that person you?" Cunningham & Walsh is the agency.*

Ad Expenditures in West Germany Rise 38% in 1st Half

FRANKFURT, Sept. 26—West German advertising expenditures leaped ahead by 38% in the first six months of 1961.

Measured media figures compiled by Kapferer & Schmidt, Hamburg research organization, show a first half expenditure of $184,125,000, compared with $132,250,000 spent in the first six months of 1960.

Print media—newspapers and magazines—accounted for 79.6% of the total. Expenditures in daily papers totaled about $60,000,000. Magazines and weekly papers had ad revenues of $90,000,000.

■ Television advertising during the first half expanded by about 50% to $26,000,000. Expenditures in radio moved up from $6,250,000 to $6,750,000.

The 1961 increase follows eight years of steady gains. West German advertising expanded by 400% between 1952 and 1960.

In 1952, West German newspapers carried about $20,000,000 of advertising. Last year they logged about $190,000,000.

■ Another study just issued here shows that advertising rates of German newspapers rose 8.7% between 1956 and 1960. However, circulation gains during this period resulted in a cost-per-1,000 increase of only 4.5%.

During the 1956-60 period the price of newspapers increased by 7.5%. From 1937 to 1961 the price of German papers doubled. But the cost of publishing over this period has tripled. Result: It takes a hefty increase in advertising to keep the papers in business. #

WTIC Moves Offices

WTIC and WTIC-TV, Hartford, has moved to the new Broadcast House.

Rivalry for Share of Business Seen Growing as European Ad Field Booms

Idea Conflict Involves Extent of Samenesses, Differences of Markets

MADRID, Sept. 26—Advertising, which has grown phenomenally in western Europe since the end of World War II, can be expected to develop still further, in line with rapid improvement in the standard of living and widespread introduction of American mass marketing techniques.

• Advertising interests can expect an era of unprecedented expansion, but local advertising agencies and media both must be prepared to cope with increasingly intensive "invasions" of their respective domains by large international organizations capable of handling broad general programs in many countries.

• There is bound to be an increasing conflict in methodology between those who maintain that "every market is different" and those who see the world becoming more nearly an economic and marketing unit, with local differences in standards of living tending to become less acute. *(See story on Page 8.)*

■ These were the principal ideas developed before almost 1,000 advertising men and women from 32 countries at the fourth biennial conference sponsored by the European Council of International

(Continued on Page 62)

Burke Swaps Beers; Moves to BBDO and Schaefer Account

NEW YORK, Sept. 28—Edmund Burke, formerly vp and account supervisor with Dancer-Fitzgerald-Sample, has joined Batten, Barton, Durstine & Osborn as vp and management supervisor. He will head the F. & M. Schaefer Brewing Co. account, succeeding John Johns, who will retire at the end of the year. *(See story on Page 70.)*

■ Schaefer, eighth largest brewer in the U.S. with sales last year of 3,202,000 barrels, will have one of the beer business's top admen on the job. Mr. Burke, 38, had been vp and account supervisor on Falstaff since 1952. Falstaff now ranks third in the U.S. with close on 5,000,000 bbls., though it markets only in 26 states.

Mr. Burke joined D-F-S in 1947, was named an account executive on the Falstaff business in 1948, and once served as assistant to the media director for a few months.

Other major accounts Mr. Burke worked on at D-F-S were Simoniz and Minute Maid. He also handled some Procter & Gamble business. #

LOW-CAL NOURISHMENT—*Borden Co. is running this 1,000-line ad in seven test markets, plus spot tv, for its new Instant Litemilk, which has the A and D vitamin content of fresh whole milk but less butterfat and 25% fewer calories. Dancer-Fitzgerald-Sample, New York, is the agency.*

National Presto Shifts from KM&J to BBDO Jan. 1

EAU CLAIRE, WIS., Sept. 27—National Presto Industries has named Batten, Barton, Durstine & Osborn, Minneapolis, to handle its advertising, effective Jan. 1. Presto makes kitchen and other home appliances.

National Presto billing is estimated at around $1,000,000.

This is Presto's fifth agency since 1955, but three of the apparent switches were due to agency realignments. Arthur Grossman Advertising took over the account from Gourfain-Cobb in October, 1955. The Grossman agency merged with Donahue & Coe in December, 1956, and D&C "affiliated"—but did not merge—with Keyes, Madden & Jones in January, 1959. In the affiliation, National Presto was one of three Donahue & Coe accounts which Keyes, Madden took over, "to service."

William R. Lindsay, National Presto's ad manager, said the BBDO appointment "fits into our over-all sales growth program, including our new home comfort division," which manufactures dehumidifiers. #

Roman Sets TV-Radio Push for Italian Foods

Roman Products Corp., New York, will spend about $250,000 through the rest of the year on a three-market tv and radio push for its line of frozen Italian specialty products. The company will try to entice kids to buy its frozen pizzas via participations on kid tv shows. About 16 tv participations will be aired a week over WPIX, WOR and WNEW. A fewer number of participations will be seen over WFIL in Philadelphia and WBZ and WHDH in Boston. In Boston, the pizza is marketed under the Bella brand.

To sell the older folks on the company's other frozen products, such as ravioli and manicotti, Roman has scheduled 100 radio spots a week in the New York area over WMGM, WNEW and WMCA. Smith/Greenland Co., New York, is the agency.

Olin Names Murphy, Newell

Olin Mathieson Chemical Corp., New York, has appointed Charles J. Murphy advertising manager and Wells Newell assistant advertising manager. Both will assist the director of communications, Henry H. Hunter, in development and coordination of all corporate and divisional advertising and sales promotion programs. Mr. Murphy, with the company 14 years, formerly was assistant advertising manager. Mr. Newell, before joining Olin, was an account executive with Batten, Barton, Durstine & Osborn.

There's Moral in Pakistan Airline Account Switch; Criticism May Backfire

NEW YORK, Sept. 26—There's a kicker to the item carried by ADVERTISING AGE last week out of London, reporting the switch of the $1,500,000 Pakistan International Airlines account from W. S. Crawford Ltd. to Hobson, Bates & Partners.

As AA reported, the account, which is a major one for Britain, moved after the president of Pakistan Airlines had read—and was most impressed with—"Reality in Advertising," a book by Rosser Reeves, board chairman of Ted Bates & Co. Hobson, Bates is the British subsidiary of Bates.

It seems that the account moved two weeks after the chairman of W. S. Crawford was quoted in the British trade press with an uncomplimentary reference to USP —the "unique selling proposition" theory propounded by Mr. Reeves.

Hubert Oughton, chairman of Crawford's and current president of Britain's Advertising Assn., was quoted in a column by Bill Cathles, editor of *Advertiser's Weekly*. Mr. Cathles described USP as "mumbo-jumbo . . . high falutin' descriptions of elementary activities . . . comparable to motivation research."

■ Mr. Cathles reported Mr. Oughton as saying: "USP may appear new to the students of advertising today but to those of us who have been in the business for close on 50 years it is as old as the hills. When I first studied advertising, just before World War I, the International Correspondence Schools supplied for their lessons in copywriting a printed analysis form in which the students had not only to set down all the selling points, unique or otherwise, but also to list the effects of the product on the natural senses of sight, smell and touch."

Mr. Oughton went on to contend that "it is the creative thought that evolves which finally determines whether the advertising will appeal to the masses." And he asked, according to Mr. Cathles, "Where is the USP in the bearded gentleman of Schweppes or the eye patch of Hathaway shirts, two successful British creative campaigns in the U.S.A."

■ Two weeks after these remarks Mr. Oughton's agency was relieved of its Pakistan Airlines business.

AA understands that the airline also offered its U.S. account to Bates but the agency was not interested. Pakistan Airlines currently has only one flight a week out of New York, although the schedule is expected to be increased next spring. The account currently bills well below $500,000, which is far below what any Bates client bills here. Charles W. Hoyt Co. is the Pakistan Airlines agency in the U.S. #

PERFORMANCE AT POPULAR PRICES—*This color spread in Life, Sept. 29, and Saturday Evening Post, Sept. 30, plugs the "new full-size" Chrysler 300, emphasizes "no junior editions to compromise your investment."*

'Chicago Tribune' Names Tower to Ad Post

Chicago Tribune has appointed Robert C. Tower general display

Robert C. Tower Alvin W. Dreier

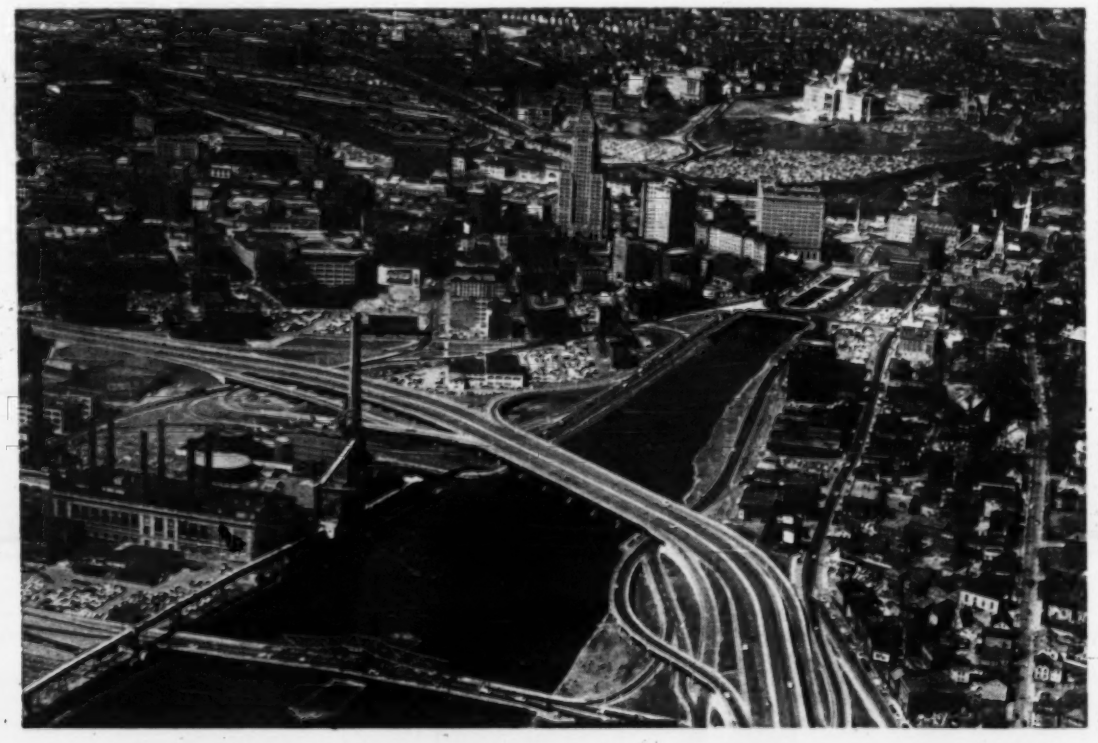
advertising manager, succeeding Alvin W. Dreier, who will retire Dec. 31.

Mr. Tower, who will assume his new duties Jan. 1, is currently serving as manager of the western division of the general display department. Mr. Tower joined the *Tribune* in 1925. Mr. Dreier joined the *Tribune* in 1921 as a classified advertising representative. He was appointed manager of the western division of the general display advertising department in 1947 and was named general display advertising manager in 1955.

W. D. Laurie, JWT Detroit Manager, Named Exec VP

William D. Laurie Jr., manager of the Detroit office of J. Walter Thompson Co., has been appointed exec vp of the agency. Mr. Laurie joined JWT in 1957 from Maxon Inc. He becomes the agency's fourth exec vp—all named during the past year. The others are Wallace Elton, manager of the New York office; George Reeves, Chicago office manager; and Howard Kohl, secretary.

The Detroit office, which services Ford Motor Co., is JWT's third largest U.S. office—after New York and Chicago.



A ONE-IN-A-MILLION TEST MARKET

ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

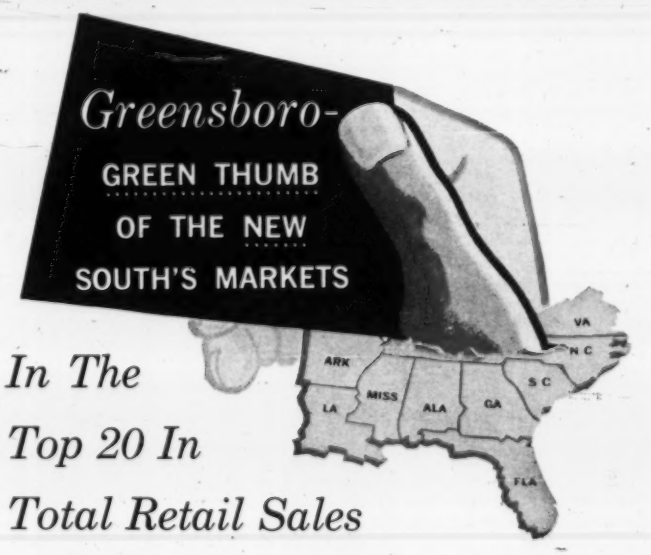
In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

PROVIDENCE
JOURNAL-BULLETIN

Boston office: 479 Statler Bldg., Boston 16
Represented elsewhere by Ward-Griffith Co., Inc.



In The Top 20 In Total Retail Sales

Watch Food Sales Sprout

Hungry Metropolitan Greensboro Market ranks high in food sales in the South's top markets—ahead of Baton Rouge, close behind primary markets like Nashville, Knoxville and Chattanooga. Feed your sales story through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "1961 Major U. S. Markets Analysis" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

"BinB Broiled in Butter Mushrooms, Kitchen Bouquet and Cream of Rice Cereal move off shelves fast when THIS WEEK puts on the sales pressure."

This Week
MAGAZINE
43 GREAT NEWSPAPERS
First Annual Home Inventory Issue
A special seven-page section beginning on Page 22
How modern are you?
Three guest experts blueprint the 1961 way to comfort and efficiency in:
★ Home maintenance ★ Home modernization
★ Home finance. Plus: One of America's foremost architects and designers gives you three simple rules for creating good taste
Get that wonderful outdoor Charcoal-Broiled Effect in your Kitchen Range!
Dress up Sunday Brunch in its Sunday Best!
There's mealtime magic in BinB Mushrooms
Only BinB's are the choice brown mushrooms broiled in butter
BinB Broiled in Butter Mushrooms glamorize leftovers like nothing else can. Because BinB's are the choice brown, extra flavorful mushrooms, broiled in butter.
BinB Mushrooms make mealtime "regulars"—meat, chicken and vegetables—taste more delicious, too. And see how they make spaghetti dinners an extra-tasty surprise. Just add BinB Sliced Mushrooms to the sauce.
There's magic in all three styles of these choice brown, broiled in butter mushrooms:
BinB Whole Mushroom Crowns
BinB Chopped Mushrooms
BinB Sliced Mushrooms
FREE RECIPE BOOKLET! 32 PAGES OF EXCITING BinB MUSHROOM RECIPES. WRITE TO: BinB MUSHROOMS, DEPT. MTS, WEST CHESTER, PA.
BinB BROILED IN BUTTER MUSHROOMS
old me!
RICE IS DIGEST
kind of cereal
KITCHEN BOUQUET
CREAM OF RICE
Send name and address to: Cream of Rice, CT4, West Chester, Pa.

Let Mr. Donald E. Giese, Vice President of Sales, Central Division, Grocery Store Products Company, give you the benefit of his long and profitable experience with *The Most Powerful Selling Force in Print:*

"Ever since 1955, our company has advertised such brands as B in B Broiled in Butter Mushrooms, Kitchen Bouquet, and Cream of Rice Cereal in THIS WEEK Magazine. The steady and impressive sales gains registered by our family of products bears eloquent testimony to the powerful advertising pressure exerted by your publication.

"We have found that THIS WEEK delivers concentrated impact on 43 major markets which account for 73% of food store sales. And in our judgment it also contributed importantly to our growth by building dealer confidence and acceptance. You may rest assured that we will keep our products before THIS WEEK's 14,100,000 families throughout 1961."

The Most Powerful Selling Force in Print

CIRCULATION MORE THAN **14,100,000**

This Week MAGAZINE

Program Improvement Your Job, FCC's Minow Tells N.Y. Broadcasters

And Quit Underselling Public Taste by Airing 'Timewasters,' He Asks

NEW YORK, Sept. 26—Now is the time to be thinking about 1962-'63 tv programming, Chairman Newton Minow of the Federal Communications Commission suggested to members of the Radio and Television Executives Society of New York last week. Admonishing them to stop underestimating the public's taste, he told the group:

"In this season of decision, you will choose what the people will see and hear. As you make your choices, remember that not every game show is a winner, not every western strikes gold, not every private eye captures the public. If you give people a meaningful choice, you will be surprised to find an ever growing response to diversity —and to excellence."

In a notably conciliatory mood, the FCC chairman said the country is "in your debt" for the heavier emphasis on news and public affairs this fall and for the reduction in "crime hours."

"With rare exceptions," he told the executives, "broadcasters are sensitive to the need for change. The mood for change is in the air and the evidence of change is slowly but surely coming on the air."

■ Chairman Minow disclaimed any intention of censoring the programming that goes onto the air. "It is not for me or any other government official to tell you what to broadcast or what not to broadcast," he emphasized. "It is not for me or any other government official to say that a show must go off, or that a show must go on."

He said many broadcasters who heard his "vast wasteland" speech before the NAB last May tended to overlook his statement, "I want to see broadcasting improved and I want you to do the job."

"The broadcasting privilege is in your hands," he told the broadcast executives. "If the will to use it well is there, it is a more powerful assurance of mature responsibility than anything that government regulation can ever bring about. And if the will is not there, then in the long run you can only hurt yourself and your country. And as citizens you alone will bear the responsibility of wasting one of the nation's precious resources."

■ Much of his talk dealt with children's programs. Most of them neither elevate nor debase, lead nor mislead, he commented. Instead they are time-waster shows, "dull, gray, insipid, like dishwater. And just as tasteless and just as nourishing."

Contending it is time the industry put its best creative talent to work and "light a few million candles to take our children out of the darkness," he said the government is ready to help any way that it can.

One plan, he said, would be for each of the three networks to enter an agreement which would assure at least one good hour of top quality children's programming in the late afternoon each day of the week.

"If you are worried about the anti-trust laws," he said, "I bear greetings from the Attorney General. He has authorized me to tell you today that the Department of Justice will give prompt and sympathetic approval to any plan you may devise.

■ "The Attorney General, speaking as the father of seven children, urged me this week to be an advocate in this adventure, which

(Continued on Page 102)

ABOVE AND BEYOND—*This lead ad in Jefferson Electric's current offbeat series explains that the salesman broke his nose in line of duty, not in a sports car race.*

N.Y.-N.J. Apple Growers Set Ads as 'Esther' Veers Off

NEW YORK, Sept. 28—An apple a day may keep the doctor away, but hurricanes may keep the apples away.

That's the problem Charles W. Hoyt Co. faced last week in scheduling fall harvest advertising for the Western New York Apple Growers Assn. and the New England Apple Institute. New York state now is reportedly the largest U.S. producer of apples.

Growers were set to launch their biggest campaign for the product. But the agency could order only a one-week schedule, because there was no telling which way Hurricane Esther was headed. "If she backs off soon and goes to Europe, then we'll go ahead with the rest of the schedule," an agency man said. "But if she hits our area and topples our crop, there's no point in advertising windfalls."

■ "Esther" headed out to sea this week, so last week 1,000-line b&w ads started running in New York, Long Island and Connecticut newspapers. Today, more of the same will run in upstate New York and in New England. Growers will use a total of 52 newspapers, and the agency has placed orders through Oct. 12.

Initial radio ads went on the air last Thursday on seven stations, while 50 more will be added this week.

Color pages are tentatively scheduled for Sunday supplements around Nov. 5. Some tv may also be used.

■ The juiciest hunk of the budget will promote McIntosh apples, major variety in the crop. McIntoshes will be featured in a jingle first used two years ago in the Crisp-Aire campaign. Crisp-Aire apples are kept fresh by being "put to sleep" in a controlled atmosphere from which much of the oxygen has been withdrawn. Some ads run as late as April for apples kept fresh this way.

The New York ad budget derives from a per-box levy growers assess themselves. New England advertising is financed by voluntary contributions.

Last year the combined investment was over $200,000, and this year's may exceed that.

Growers estimate the New York state crop will total some 2,000,000 boxes this year. #

WHNB-TV Names Hollingbery

WHNB-TV, Hartford, has appointed George P. Hollingbery Co. as its national sales representative. The station also has announced an expanded promotion and merchandising service, titled PEP (Planned Extra Promotion).

"America's best local program in the interest of youth"

the NEW Spirit of St. Louis

Progress is the keynote in the entire St. Louis metropolitan area, the area with the *new* spirit, where more than one billion dollars is being spent for expansion and major improvements. Progress is the keynote, too, at KTVI, the *only* television station in the United States to receive the American Legion's coveted Golden Mike Award for its staff produced documentary series, "Expedition! "St. Louis", acclaimed *"America's best local program in the interest of youth."*

And remember, KTVI Channel 2 is still your lowest cost per thousand in St. Louis.

Represented nationally by BLAIR-TV

KTVI CHANNEL 2 abc ST. LOUIS

Promise at Dawn will be presented on Broadway in December under the title "First Love," starring Elisabeth Bergner.

Ladies' Home Journal

takes pride in presenting the outstanding literary event of 1961...

Romain Gary's Promise at Dawn

A complete-in-October condensation of the autobiography of France's first novelist ... hero of the Resistance ... flyer for de Gaulle ... and diplomat.

Described by Phyllis McGinley as "a piece of writing so seductive, so right, so satisfying that the reader's heart is at once pierced and healed," Promise at Dawn is a sparkling example of the kind of editorial fare that gives Ladies' Home Journal ever-increasing leadership at the newsstands, "the most critical and decisive market place we know."

Nearly half a million more Journals were sold at newsstands in the first six months of this year than the next women's magazine. We expect this margin of leadership to increase in the third quarter of 1961. This kind of responsive reader demand is conclusive evidence that The Ladies' Home Journal is today's most exciting magazine for women—to women.

No. 1 in newsstand sales among all women's magazines

Fate of Local Agencies in Face of Growing International Cooperation Debated at IAA

MADRID, Sept. 26—Two Swedish advertising men took opposite sides in the major debate currently raging among European advertising agency men when they took part in a panel discussion at the fourth biennial European conference of the International Advertising Assn.

The question for discussion:

In an era of international marketing, with standards of living in all countries tending to resemble each other, and with product differences disappearing, must advertising and marketing still be essentially national or local in character, or can it be truly international in the sense that similar advertising, similar appeals, similar marketing setups can be used in various countries?

■ The question is far more than an academic one involving only copy and art. In a sense, the future of the local advertising agency, market researcher—and perhaps even some local media—rests on how it is ultimately answered. If advertising continues essentially local in character, then local agencies and other organizations maintain a position of independence in international marketing circles; if advertising and marketing tend to take on international characteristics, then local agencies and media tend to become satellites of international marketing and advertising organizations, not primarily responsible for planning or creative work, but only for carrying out predetermined objectives at the local level.

■ In the most positive pronouncement at the conference, Erick Elinder, managing director, Wilh Anderssons Annonsbrya, Stockholm, said advertising must become international and must abandon its local characteristics.

"If there is no belief in advertising that can pass over all boundaries, then neither should we manufacture products which pass over all boundaries," he said.

"To begin marketing with a local appeal which changes from country to country is about as sensible as stopping a factory's machinery from producing a product and setting up production in a number of small national factories . . . We must abandon all our old national prejudices and try to see the new lines along which development is to take place.

Erick Elinder

"I believe in international cooperation between national advertising agencies in the course of which creative groups, under the leadership of people who are trained to think internationally, are assembled to work in unison . . . The politicians' attempts to break down tariff barriers and political obstacles are not enough; we in sales and advertising have an equally important job to do in ridding ourselves of the prejudices and faulty reasoning which have too long obstructed development in these fields."

■ "Why," asked Mr. Elinder, "should three artists in three different countries sit drawing the same electric iron and three copywriters write what is after all largely the same copy for the same iron—when instead the outstanding European specialist in the drawing of electric irons, in collaboration with the best European copywriter on the subject, could produce a series of advertisements which could then be presented with insignificant national modifications rendered necessary by changes in language?

"There has long been a certain negative attitude toward 'distributing agencies.' There is a tendency to regard the selection of media and the placing of advertisements as uninteresting, routine work of little merit. For my part I hold this part of the work as being just as important for the result as the creative part. Important, too, is that the increasingly complicated technical side be efficiently and correctly handled."

Mr. Elinder cited the sale of *Reader's Digest* around the world —"essentially the same product" —and his own agency's experience in running advertising for savings institutions with the same basic theme and ideas in half a dozen countries scattered around the globe, as proof of his thesis that sensible advertising and selling is international, not local, in its basic characteristics.

PREMIUM—*Libby, McNeill & Libby, Chicago, is offering a Toastmaster electric can opener for $9.95, plus four labels from Libby's peaches. The ad, which broke in This Week Magazine Sept. 24, will appear in the November Sunset Magazine. J. Walter Thompson Co., Chicago, is the agency.*

■ But **John Ortengren,** research director of Tessabs Annonsbyra, Stockholm, took the opposite tack in his discussion of market research in Europe.

It is not realistic to talk of Europe as one big market, Mr. Ortengren said, because actually there are enormous differences between countries. Sampling surveys, for example, must be planned differently for each segment of the European economy, and in many cases cannot even be organized in terms of national boundaries, because of the great differences within countries.

"The heterogeneous character of the European market and the need for individualized market research (and presumably for individualized advertising and marketing approaches) won't change quickly, no matter how much change takes place in the European over-all economic picture," he said.

■ A variety of viewpoints on this general subject was voiced on a panel of agency men discussing international agency cooperation.

Robert Rutter, international director, J. Walter Thompson Co., London, took pretty much the same position as Mr. Elinder, but in modified form. A single brand image for a product in all countries in which it is marketed is likely to become a necessity, but this is not inevitably true now, he said.

Airlines today usually present the same message in the same way all over the world; but at the other end of the scale are beer and cigaret advertisers, who normally make very localized appeals, he said.

"I see a trend toward more of the first type of advertising," he said. "The problem is to develop

(Continued on Page 101)

Run all the claims, boxcar figures, statistical tomes through a computer—and the answer is still "No Sale"... unless the numbers add up to customers! In the New York market, the easy way to find the customers is follow the lead of the local advertiser. He's done all the calculating for you... spends his ad dollars where he reaches customers—not on numbers that can add up to zero. Year after year, retailers give evening linage leadership to New York's Quality Evening Newspaper... in department store, for instance, and total retail. You can't miss if you follow the lead of the local advertiser... in the World-Telegram.

New York World-Telegram

NEW YORK'S QUALITY EVENING NEWSPAPER

Scripps-Howard General Advertising Offices:
230 Park Avenue, New York City • Chicago • San Francisco
Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

DYNAMIC BALTIMORE

3½ million square feet of totally new retail store floor area is a staggering amount. But that's how much (at least) will be added in the Baltimore area within the next 18 months. It's the biggest retail boom in Baltimore's history. And bear in mind, this is a city that already tops the 2-billion-dollar-a-year mark in retail sales. This is a city that has increased its retail sales a fantastic 63.5% since 1948. This is a city whose 22-acre heart-of-downtown is also being torn down and completely rebuilt. Of this all-new 3½ million square feet, 1½ million of it will be occupied before the end of this very year. ■ This is Dynamic Baltimore, where you reach a dynamic buying audience. That's where the Sunpapers come in. Why? Half the families in the entire state of Maryland live within a 15-mile radius from the center of downtown. In this compact area—roughly the ABC City Zone—an estimated 92% of all retail sales are made. This same area accounts for 80% of our over 410,000 daily circulation (77% of it home delivered) and 82% of our over 321,000 Sunday circulation (80% of it home delivered). ■ What we've been building up to is this: "In Dynamic Baltimore, everything revolves around The Sun."

THE BALTIMORE SUNPAPERS

"Everything in Baltimore revolves around The Sun"

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 3/31/61

British Travel Ads Urge Sabbaticals for Executives

NEW YORK, Sept. 26—Company presidents may soon find their suggestion boxes filling up with copies of the new British Travel Assn. ad.

Written as a "memo to company presidents," the ad puts forward a commendable idea on how to "rewind the creative mainspring" of executives. The suggestion: "Reward your top executives with a sabbatical year in Britain—on half pay."

"Here's the plan," the copy starts out. "After ten years' service, offer a top executive a year's vacation in Britain on half his salary. Say this comes to $12,000. This will be more than enough for him and his family to live in comfort. Your man will find new stimuli to recharge his batteries and rewind his creative mainspring."

■ The ad notes that when a $24,000-a-year man is rewarded by such prosaic means as cash, "most of it goes in taxes." But with the tax-free reward of time, "You rediscover yourself and your sense of proportion. You see new horizons. You wonder at wonders again. You come back feeling ten years younger. And management benefits from the change."

The ad then outlines how $12,000 almost doubles in value in Britain, and why, apart from prices, Britain should be the sabbatical site.

The ad may be torn out of October and November issues of *Gourmet, Holiday, New York Times Magazine, Sunset Magazine, The New Yorker* and *Time's* eastern edition.

■ Ogilvy, Benson & Mather is the agency, but so far there are no signs that the agency plans to start practicing what it preaches in the ad. Clifford Field and Donald Gordon were the writers of the ad, and had many reasons for it. Mainly, they thought it would be a good way to accomplish two campaign aims: To extend the stay of people in Britain and to promote out-of-season travel there.

The idea is a well-tested one. In 1954, Mr. Field decided it was time he tried a sabbatical in England himself. His was spent in Polruan on the Cornish coast. And it was so successful, it was well over a year before he brought himself back to New York with his batteries recharged and creative mainspring rewound. #

PAMPER THE BRASS—*Give them a sabbatical in Britain, this British Travel Assn. ad in October magazines suggests.*

It's a TV First for 'Best Seat in the House'; Regular Spot Schedule Set

DETROIT, Sept. 26—Swedish Crucible Steel Co. has scored a "first" in tv advertising with its current campaign on WJBK-TV for Olsonite toilet seats.

With the beginning of the Detroit Lions' football telecasts last week, the Detroit company is running a regularly scheduled one-minute spot featuring the Olsonite seat. The schedule includes a spot after each Lions' road game and three other NFL telecasts, plus a six-day-a-week schedule for six weeks, which started Sept. 18.

According to the Olsonite agency, Clark & Bobertz, this marks the first time toilet seats have been advertised on television on a regular basis. The only other tv exposure for the product was a test spot on KTNT-TV, Seattle.

■ Robert Emmons, Olsonite sales manager, said he sees no reason why seats cannot be advertised in "just as good taste as other toilet and plumbing articles."

But there have been problems connected with the new campaign, the agency said. In Seattle, for example, KTNT-TV agreed to run the commercial only if the station could write the copy and edit all pictures. The WJBK-TV management gave the tape a thorough screening and made only one photographic recommendation, Clark & Bobertz said.

New Defense Ads Rules Will Satisfy All, Sylvester Says

WASHINGTON, Sept. 27—Assistant Defense Secretary Arthur Sylvester said today that new rules tightening up on defense advertising are designed to meet congressional demand, and still "be something that contractors can live with."

Under the rules which are now in effect, the Defense Department will reimburse its contractors only for ads to dispose of surplus materials, to obtain scarce materials, or for help wanted ads which are used as part of a carefully administered recruitment program (AA, Sept. 25).

In a speech before the Mid-Atlantic Conference of the Public Relations Society of America, he pointed out that contractor advertising has been a controversial subject, and that there has been much discussion of it in Congress.

■ He noted that under regulations which were in effect for many years, contractors could not charge the Defense Department for institutional or product advertising, other than advertising in qualified trade and technical publications. Under an amendment to the defense appropriation passed last month, no institutional or product advertising will be allowable. He noted that "weapons" are "products," so far as the Defense Department is concerned.

Mr. Sylvester also indicated the Defense Department will be tightening up on security.

"Even though a new weapon may have come into public view," he said, "we need not repeat what is learned about it. We know that anybody can see a launching pad, but we want to make it as hard as possible for the enemy to find out about it." #

Ford Begins Ad Drive for New Autolite Division

DETROIT, Sept. 28—After five months of internal organizing and decision making, Ford Motor Co.'s new Autolite division is off and running, supported by network tv and trade and consumer magazine advertising.

Not much was heard from the division during the summer months—an occasional appointment, a rumbling here and a rumor there. Now the division has a name, a home, an address and an ad program.

When Ford paid $28,000,000 last spring for the Autolite trade name and distribution rights (AA, April 17), there may have been some confusion about what Ford really ended up with. One thing for sure, Ford got a good source for original equipment spark plugs and batteries. The company also got the field sales force from the Electric Autolite Co., Toledo.

Since then, Ford has added to the sales force and rounded out the product line to include several products that Electric Autolite never produced.

■ In April, the organization was known as Motorcraft division. In August, Ford officially christened the division Autolite, no doubt to the consternation of the Toledo company.

J. S. French, division general manager, said the decision to change the name was based on a "greater public awareness" of the Autolite name.

The division launched its advertising with a color page in

(Continued on Page 95)

El Al Airlines, BOAC Trade Blows in Rates Hassle

NEW YORK, Sept. 28—El Al Israel Airlines ran a full-page all-copy ad in the *New York Times* yesterday to point out that there is no price competition in the airline business.

Today, British Overseas Airways Corp. went into print with a 2,100-line, seven column answer entitled, "A correction, if you please . . . *there is* a lower transatlantic fare . . . and BOAC offers it!"

The El Al statement was entitled, "Who's cheapest to Europe?" It named 16 airlines flying the Atlantic and it explained that all, as members of the International Air Transport Assn., agree on standard rates for all carriers.

The ad went on to quote jet roundtrip fares beginning at $350 (New York-to-London).

■ Today, BOAC replied that "this isn't true. BOAC will fly you there for as little as $320 round-trip." The ad went on to say that "only BOAC can offer this fare on a jet-prop aircraft—the 'whispering giant' Britannia—exclusively from Oct. 15."

Behind all the shouting is the fact that El Al was quoting jet fares. IATA fares are standard for comparable equipment. El Al is currently flying Britannias also but will convert to an all-jet fleet on Oct. 15. Jets are now the predominant equipment on the international runs of all carriers.

■ An El Al spokesman, asked to comment on the hassle, was not impressed by the BOAC rejoinder. "A typical BOAC stunt," he said. "When everyone was citing jet-props, they were talking about piston-engine aircraft. When everyone was talking about 707s, they were talking about Comets. Now that everyone is flying jets, they are promoting Britannias.

■ "Our ad tried to show that there are no differences in prices—and there aren't. We specifically noted that these were jet flights. Of course, anybody could fly Britannias or DC-7s and charge $30 lower. So what? There still isn't any difference in prices between airlines flying comparable equipment. That's the whole point of our ad.

"The BOAC ad doesn't bother to point out this difference in equipment. It's childish. And it's untrue."

Victor A. Bennett Co. handled the BOAC effort. Doyle Dane Bernbach Inc. is the El Al agency.

Mango Joins KFML, Denver

Michael Mango has been named general sales manager of KFML, Denver. Mr. Mango was formerly an account executive with the *Denver Post*.

'Rocketing' Doyle Dane, Billings up to $60,000,000, Zooms into Dusseldorf Oct. 16

(Continued from Page 3)

Tourist Office, El Al, Yardley and Wedgewood.

The move brings the agency some 3,000 miles nearer to the company that has become one of its largest clients—Volkswagen. When the German auto company came to DDB two years ago, it was billing a little over $1,000,000. Today, Doyle Dane handles some $6,000,000 of Volkswagen business, including an increasing portion of advertising placed outside the U.S.

■ A kingsize question is: Will DDB get Volkswagen in Germany? There was no indication this week that this will happen—although it is obviously a possibility. In Germany, Volkswagen maintains a huge advertising department of its own and places most of its business directly.

An even bigger question is: Will Doyle Dane move into other markets? This is quite likely—particularly in other European countries. Volkswagen, which exports to 100 countries, would provide the perfect base for such an expansion. Remington Rand is another worldwide advertiser that could help to underwrite such moves.

■ In von Holzschuher & Bauer, DDB joins forces with a medium-size agency maintaining offices in Dusseldorf, Hamburg, Munich and Salzburg. It was founded in 1949—the same year DDB was founded—by Baron Ludwig von Holzschuher, who is well known in Germany for his work in motivation research. He is the author of two books, "Practical Psychology" and "Psychological Foundations of Advertising."

The agency's $5,000,000 of billings are spread over such major accounts as Henkel (soaps), Constructa (washing machines), Dr. Carl Hahn (cosmetics), German Konsum Assn. (food store chain), Bellinda (hosiery) and Brinkmann (Lord cigarets). #

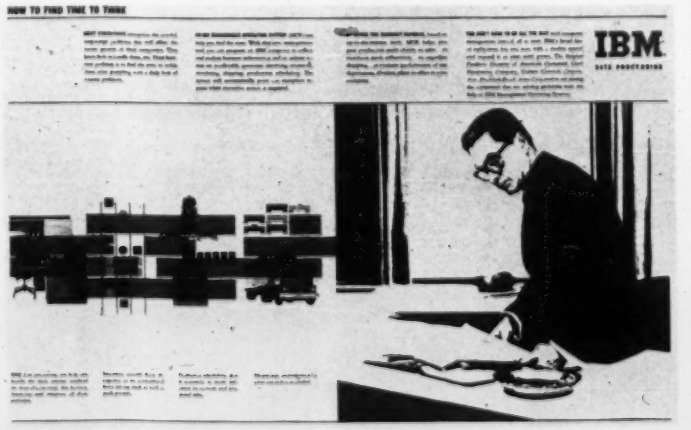
Clinton Frank Names 5 VPs

Clinton E. Frank Inc., Chicago, has promoted five vps and members of the executive committee to senior vps, new posts in the agency. They are Philip E. Bash, Hill Blackett Jr., Buckingham W Gunn, M. Wade Grinstead and Bowman Kreer.

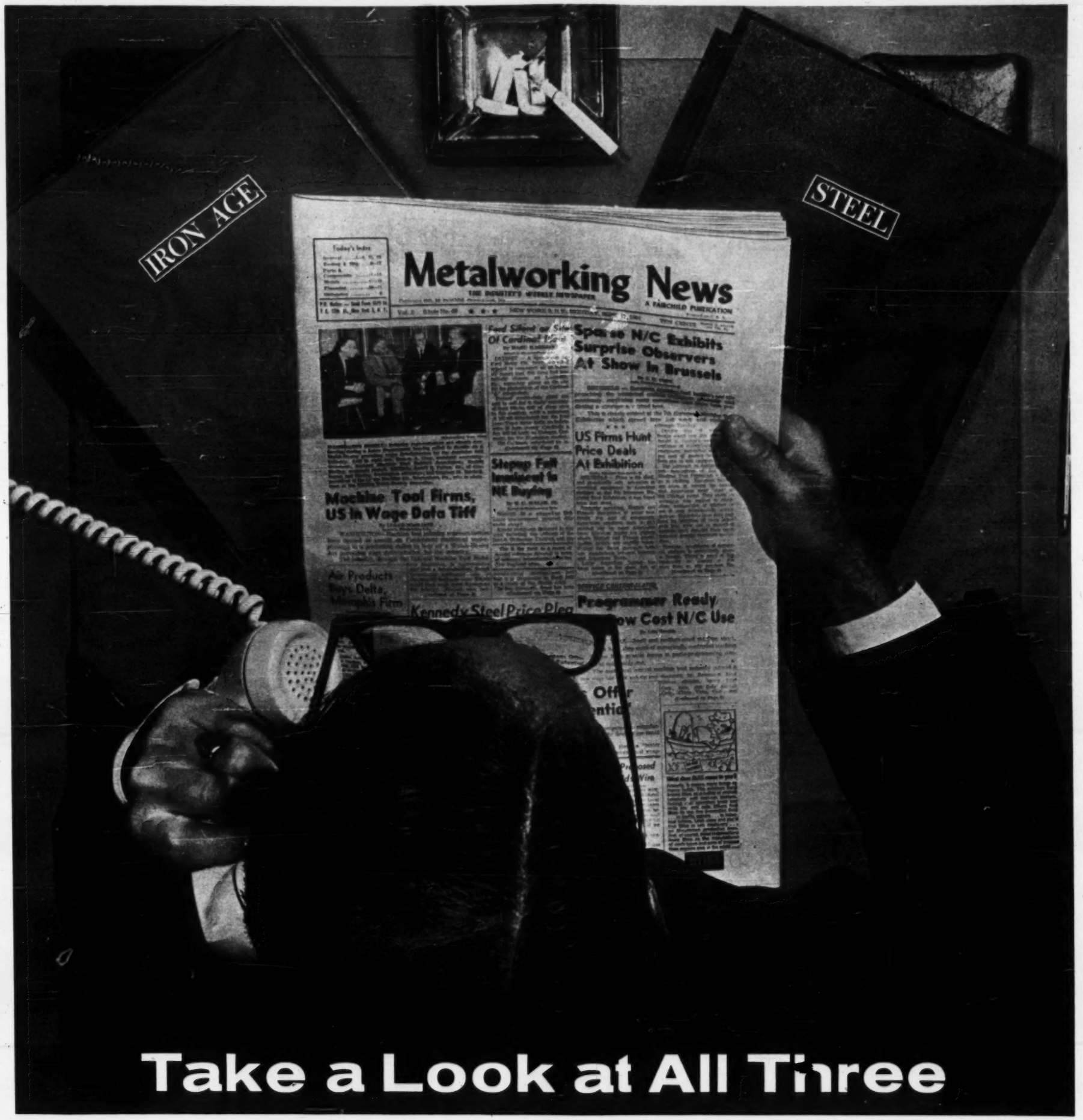
Murphy Joins Technicolor

George Murphy, former vp of Desilu Productions, has joined Technicolor Corp., Los Angeles, as a vp.

POCKET TREND GUIDE—*This quick-reference pocket guide to population trends instantly shows the changing U.S. population, at all age levels, from 1950 to 1960. It was designed for marketers by Packaging Corp. of America.*



"HOW TO" AD—*This four-color spread for IBM's data processing division suggests how executives can find time to "think." Campaign by Marsteller, Rickard, Gebhardt & Reed explains computer developments in terms of problems the equipment can solve.*


IRON AGE
STEEL
Metalworking News
THE INDUSTRY'S WEEKLY NEWSPAPER
A FAIRCHILD PUBLICATION
Spurs N/C Exhibits Surprise Observers At Show In Brussels
US Firms Hunt Price Deals At Exhibition
Machine Tool Firms, US In Wage Data Tiff
Steep Fall Imminent In NE Buying
Air Products Buys Delta, Memphis Firm
Kennedy Steel Price Plea
Programmer Ready
Cost N/C Use

Take a Look at All Three

There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but look at all three.

Any new publication—especially in metalworking—that racks up a paid circulation of over 26,000 in eleven months deserves your most serious consideration.

METALWORKING NEWS • *A Fairchild Business Newspaper*

THE BIG DIFFERENCE IS **NEWS**

Daniels Assails 'Gravediggers' in Ad Field

NEW YORK, Sept. 28—The exec vp of creative services for Leo Burnett Co. charged here today that some admen "have picked up shovels and are industriously helping" to "bury" the advertising business.

Draper Daniels, addressing the Magazine Promotion Group, said some ad people are ashamed of their trade and try to change the subject when "volunteer amateur critics" assail them with "half truths gleaned from the gospels of Vance Packard and Consumer's Union." He said the worst offender is the "holier than thou" man who believes he is "sullying his genius and corroding his soul for a mess of potage" by engaging in advertising.

■ He urged admen to talk up the profession's contributions, then rattled off 15 general welfare campaigns performed by 18 agencies last year, while U. S. media contributed time and space worth $200,000,000.

Turning to magazines, he said, "So many of them are full of numbers I expect to hear someone shout 'bingo.' I wonder if they have editors or IBM machines." A magazine, he added, "has to stand for something besides dazzling graphics and jazzed up typography." Mr. Daniels singled out *The New Yorker* for "refusing to play the numbers game" and *Holiday* "for building an individuality of its own."

He also clobbered magazines' "gadgetry" such as pop-ups, gatefolds and trick shapes which "debase" a publication's "interest and integrity"; and "dandy little business reply cards to sell subscriptions" which make ads hard to handle. #

Max Factor Stops Shipments, Will Scan Distribution

LOS ANGELES, Sept. 28—Pending a "re-evaluation of its entire distribution system," Max Factor Co. has suspended shipments to its wholesalers around the U. S.

According to Alfred Firestein, vp and director of marketing, the company has three alternate methods of distribution under consideration. They are (1) the present method of distributing through its own sales force and through independent wholesalers; (2) distribute through a single wholesaler in a given market, rather than through the current multiple-wholesaler arrangement; and (3) eliminate wholesalers completely.

Mr. Firestein was vague on reasons behind the cosmetic maker's move. He insisted, however, that the wholesaler suspension was not in reaction to competition from discount houses around the country.

■ "Our problem is not the discounters, because almost all retail operations are getting into discounts," he said. "However, we have franchised fine stores around the country that give us strong merchandising and advertising support, while other retailers don't give us any help at all and keep our products hidden away in the corner." Mr. Firestein added that suspension of wholesaler shipments would have no effect on Max Factor's current ad plans. #

Wakefield Names Scott

C. Wakefield & Co., Bloomington, Ind., maker of proprietary drugs, has named R. Jack Scott Inc., Chicago, as its agency.

TODAY
A New World of Worth from Chevrolet
Rich new styling with Jet-smooth ride!
'62 CHEVROLET
and here's the New CHEVY II
MODERN BASIC TRANSPORTATION IN A TOTALLY NEW LINE OF CARS!

THE WHOLE FAMILY—*Chevrolet and its new little brother, Chevy II, are featured in this center spread of a four-page, four-color and b&w newspaper ad which is introducing the entire Chevrolet line. Corvair Monza Club Coupe and the Corvette were featured on the overleaf. Campbell-Ewald, Detroit, is the agency.*

More Cars, More Ad Money, Add Up to Big Week for Media as New Autos Make Debuts

(Continued from Page 1)

ment ad programs. And if sales continue at a fast pace, it could mean heavier dollar allocations beyond what already is planned for winter and spring.

■ Generally speaking, there is no great change this year in the advertising media pattern of the automobile industry—with one sharp exception. There is a definite trend away from long-term tv contracts as the manufacturers strive for more flexibility.

The most obvious example is at Chrysler Corp., where Plymouth abandoned the weekly Garry Moore show and Dodge dropped Lawrence Welk at the end of last season. Neither division, according to current plans, will be back on tv with a program of its own.

Instead, the corporation, through Leo Burnett Co., is plunging a heavy dollar on NBC radio and tv broadcasts of the World Series, which opens Oct. 4, and the Blue-Gray and Rose Bowl football games.

Thus, all of Chrysler's currently scheduled tv programming will be over by Jan. 1.

■ Neither of the passenger car divisions is participating in the World Series sponsorship directly—all commercials have been prepared by Leo Burnett—but they are planned as hard sell product advertising, rather than the image-building usually associated with corporate ad programs.

As a result, Dodge, Plymouth and Chrysler will stress other type of media, notably print. The World Series and football broadcast budget reportedly is new money, permitting the divisions to transfer into print most of the money saved from tv.

Dodge used a two-week teaser campaign of tv spots on 265 stations preceding announcement, and Plymouth used spots at introduction. Chrysler is running a saturation of 10-second IDs in 10 markets for three weekends, but Chrysler used no radio spots this year during announcement, as it did last year.

■ Tv is not being abandoned altogether. On the contrary, the total money spent by the auto companies on tv this season could well be above last year's figure. But it's being spent in different ways.

Ford division, for example, reports no shift in media emphasis for '62, although the total ad budget is the biggest ever. Ford will use two weekly programs, "Hazel" and "Wagon Train," for a tv base, and add extra weight as it is called for. Ford's sponsorship of NFL football games will make the October-December quarter heavy on tv.

But Ford reports it is "ready to move in any direction" as the year progresses. The division, incidentally, is planning to use more radio for the introduction of the Fairlane in November.

Mercury's tv expenditures for the coming season are nearly double what they were a year ago, and nearly all of the money allocated so far will be spent during the next three months. Mercury will continue with "Alfred Hitchcock Presents" only until January, but the division also will sponsor six NBC-TV specials and participate in four other network shows during the next quarter.

Mercury's magazine, newspaper and direct mail budgets also are up for '62. Lincoln Continental will be supported by a strengthened magazine program, and direct mail will be more than doubled. But there still are no plans for tv or regular newspaper ads.

■ Rambler's media breakdown will be about the same in '62 as in the year just ended, with newspapers still getting 55% to 60% of the total. However, Rambler is going to participate in two network tv shows during October.

American Motors is broadening its network radio schedule with ABC weekend news. The company also is planning a more extensive direct mail program this year.

At General Motors, there is very little change in media emphasis. Each medium will continue to receive about the same share as it has been getting, with one or two minor exceptions. Pontiac, for example, is planning more outdoor.

While the divisions are sponsoring some new tv programs this fall, the total weight is about the same. Chevrolet, in fact, is using the same time slots it had last year, with only one new show. Buick will use the same media structure as it has been using, and will continue to stress the local campaigns.

■ Buick, Oldsmobile and Chevrolet continue with regular weekly tv shows and Pontiac continues with a list of tv specials.

While Ford, Mercury, Chrysler and American Motors have found an apparent new use for tv, Studebaker has come up with a first of its own—newspaper hi-fi color. Studebaker used an extensive newspaper schedule last week for its hi-fi announcement ad to become the first automobile company to use the technique.

Chrysler will follow with a more limited hi-fi schedule in October, pushing the Chrysler line. #

'Courier-Journal' Adds Bulk Discounts, Boosts C-I-D Rates

LOUISVILLE, Sept. 27—The *Louisville Courier-Journal* and *Times*, whose installation of a Continuity-Impact-Discount plan in 1959 touched off a rash of similar plans, has increased its C-I-D discounts and added bulk linage discounts for the first time.

The new Louisville card, effective Nov. 1, calls for these discounts within a contract year: 10,000-14,999 lines, 6%; 15,000-24,999 lines, 7%; 25,000-74,999 lines, 8%; 75,000-99,999 lines, 9%; and 100,000 lines and over, 10%.

C-I-D has been boosted as follows: Where the old plan gave a minimum 4% discount for 300 lines a week run 12 weeks within a 13-week cycle, the new structure offers advertisers an 8% slice. The maximum discount has been raised from 17% to 20% for 2,400 lines a week run 48 weeks out of 52. (In December, 1960, the *Courier-Journal* and *Times* hiked its top C-I-D discount from 13% to 17% for 1,500 and 2,400-line minimums.)

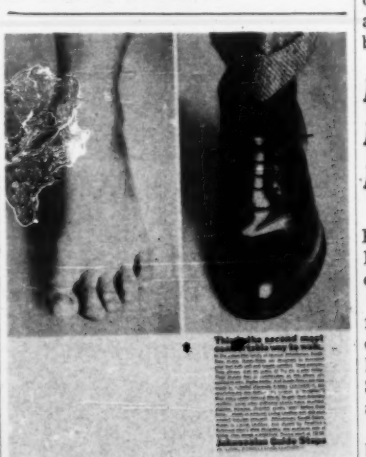
■ Another Louisville change is in color. The r.o.p. charge has been increased $50 across the board, which—exclusive of agency commissions—makes its national color charge about equal to that of retail.

An executive of Branham Co., representative for the *Courier-Journal* and *Times*, said the newspapers were "following suit" and "acting in concert with" other dailies which have added bulk schedules. In some circles, however, the step was regarded as a "major event" in that bulk now has in its corner the father and champion of C-I-D.

Since the Louisville plan bowed in September, 1959, the bandwagon list of C-I-D newspapers has grown to an estimated 400-plus. But the multiplicity of schedules, in the eyes of many admen, has created a "rate jungle" which hampers media buying efficiencies and, in some cases, penalizes the seasonal advertiser. In virtually every survey among advertising managers and media directors, bulk linage discounts have been requested. #

Gifford to 'Peninsula Herald'

Richard B. Gifford, formerly advertising manager of the *Oregon Journal*, Portland, has resigned to accept the position of business manager of the *Peninsula Herald*, Monterey, Cal., effective Oct. 2. Mr. Gifford joined the advertising staff of the *Oregon Journal* in 1948. He was promotion manager of the paper before his appointment as advertising manager.



PEDAL COMFORT—*A man's bare foot occupies half of this page ad for Endicott-Johnson's Johnsonian Guide Steps, running in Esquire. The barefoot kick started last month, with a barefoot girl on tip-toe next to a gentleman wearing Endicott shoes. Hicks & Greist is the agency.*

Call Agency Early to Aid New Item's Success: Coty VP

(Continued from Page 2)

acteristics should be built into the product to make it equal to or superior to competition. Second, he can see that adequate product usage research is done to develop intelligent selling copy, and to support advertising claims before government agencies. Third, he can appraise the media weight and type needed to sell the product in light of competitive expenditures, determine affordability, and sometimes guide the product into less competitive product areas.

"Third, he can see that enough time is available so agency help can be obtained without exorbitant expense and risk on their part. Finally, the advertising man can exercise his financial responsibility, as a member of top management, as a banker of the stockholders' money and as a man who shares responsibility for profit."

Mr. Drew added that the adman was "in a better position than many members of top management to recommend whether the new product should even be considered at all. In many cases, he will easily perceive that the money can be better invested to increase sales on older products."

■ William E. Ohme, vp-marketing, Beecham Products, recounted the rise of Brylcreem to its current position as "the world's leading men's hairdressing." He attributed the product's success to following a line of basic marketing and management reasoning.

Five factors enter the picture, he said. You must have a good product, research must be done continuously on consumers' reactions and market reactions, strategies must be tested, you must have a "memorable, effective consumer message," and you must have flexibility in the marketing operation.

■ "At Beecham," he said, "we believe that one of the biggest reasons we need an advertising agency is to provide the kind of creative thinking that can best translate the results of product and consumer research into a message that the public will understand—the kind of attack that is direct, and deals with what you are selling, and not with what your competitor is trying to sell."

Other speakers included Gene K. Foss, marketing vp of Grove Laboratories, and Oscar H. Curry, vp-administrative planning for Campbell Soup Co. #

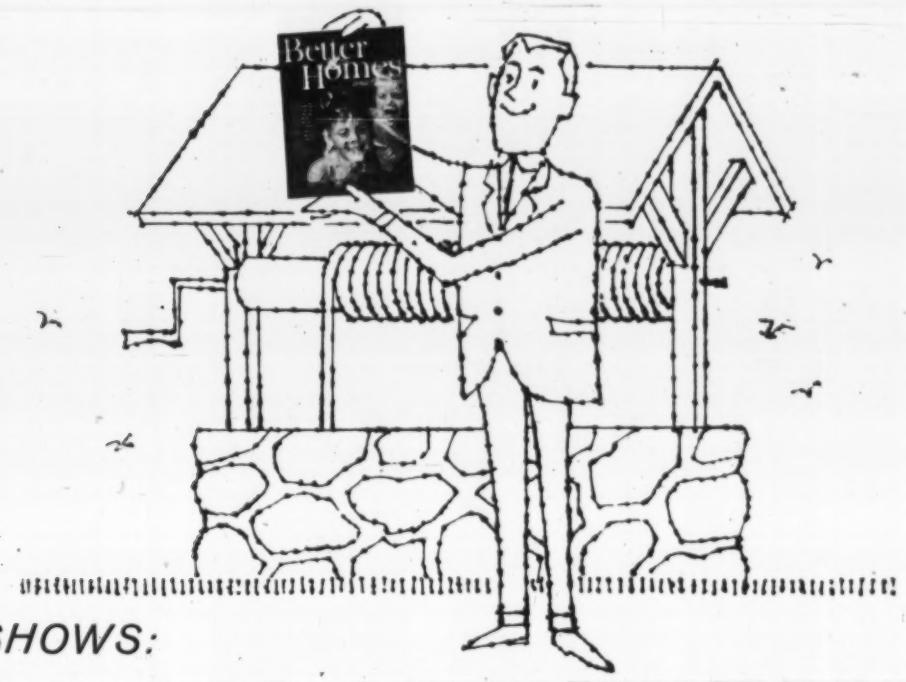
Barlow, Johnson Merge Shops into Barlow-Johnson Inc.

SYRACUSE, Sept. 29—Merger of Barlow Advertising Agency and Doug Johnson Associates was disclosed here today.

Plans announced by the two firms call for formation of a new organization to be known as Barlow-Johnson, located at 968 James St., present location of the Barlow agency.

The new agency will have combined advertising and public relations billings of more than $4,000,000.

The combined agency will employ more than 60 persons and will have more than 80 clients. They are nearly identical in size and billing, each handling national, regional and local accounts. The combined payroll of the two agencies is over $500,000 annually. #



NEW SURVEY SHOWS:

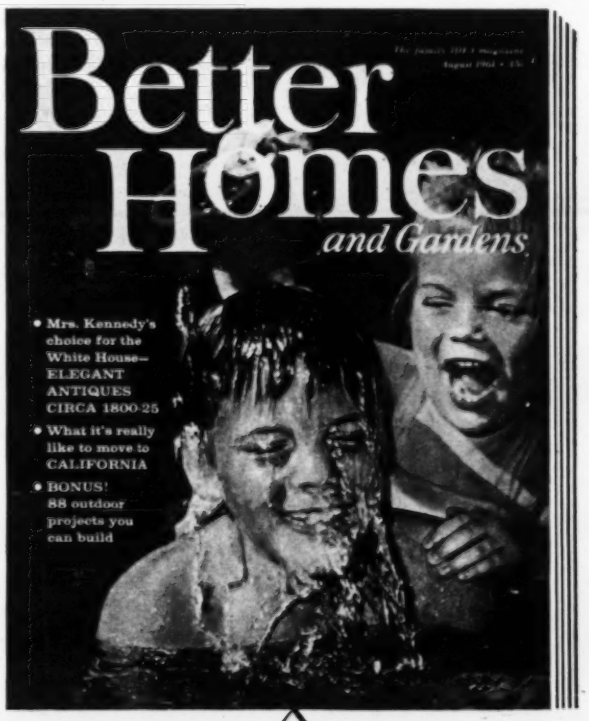
BH&G WELL-OF-INFORMATION FOR NEW HOME OWNERS

When a husband and wife are ready to buy, build, equip and furnish a house, where do they go for the *facts they need* to get *what they want?* For one thing, they read magazines. And one magazine in particular—Better Homes & Gardens!

This and many more questions are answered in "Report on Today's New-Home Market," *a new and unique piece of research that presents information never before available.*

For instance, who are these new homeowners? What kinds of homes did they build or buy? How many bought major appliances and new furnishings? What are their plans for home improvements?

After more than two years of planning and testing, here's a report that will give you the up-to-the-minute answers on today's new-home market!


Better Homes and Gardens
• Mrs. Kennedy's choice for the White House—ELEGANT ANTIQUES CIRCA 1800-25
• What it's really like to move to CALIFORNIA
• BONUS! 88 outdoor projects you can build

MEREDITH OF DES MOINES

. . . America's biggest publisher of ideas for today's living and tomorrow's plans

LOOK AT THESE FACTS

. . . where America shops for ideas that make sales. Now 9 editions and over 5,500,000 copies every month

HIGHLIGHTS:

The typical new homeowner . . .

- **is 36 years of age.**
- **has a family of 3.6 persons.**
- **has a median income of $7,700.**

Nearly 3 out of 10 new homes are custom built.

The median valuation (including land) is $18,985.

The average new home has eight rooms.

Two-thirds of the new homes have built-in ranges and ovens.

More than 5 out of 10 new homeowners bought one or more major appliances during the past 12 months.

Nearly 9 out of 10 bought new furniture, furnishings, accessories or floor coverings during the past 12 months. The median expenditure for all rooms was $604.

8 out of 10 new homeowners plan to make one or more home improvements during the next 12 months.

CLAIMED MAGAZINE READERSHIP IN PAST 30 DAYS AND SHOWED CURRENT ISSUE

Magazine	Percent
Reader's Digest	28%
Life	22
Better Homes & Gardens	21*
Ladies' Home Journal	16
McCall's	16
Saturday Evening Post	16
Look	16
Good Housekeeping	14
American Home	11
Parents'	8
House Beautiful	5
House & Garden	5
Living	5

*28% read Better Homes & Gardens and/or one or more of four Better Homes & Gardens Annuals (Home Furnishings Ideas, Home Improvement Ideas, Home Building Ideas and Kitchen Ideas).

Note: Percentages are based on the 1,000 households interviewed.

32% REFERRED TO BACK ISSUES OF MAGAZINES IN PAST 30 DAYS*

Of those who referred:

Magazine	Percent**
Better Homes & Gardens	68%
American Home	29
House Beautiful	23
Good Housekeeping	20
Living	14
McCall's	12
House & Garden	10
Ladies' Home Journal	10
Life	4
Reader's Digest	3
Look	3
Saturday Evening Post	3
Parents'	2

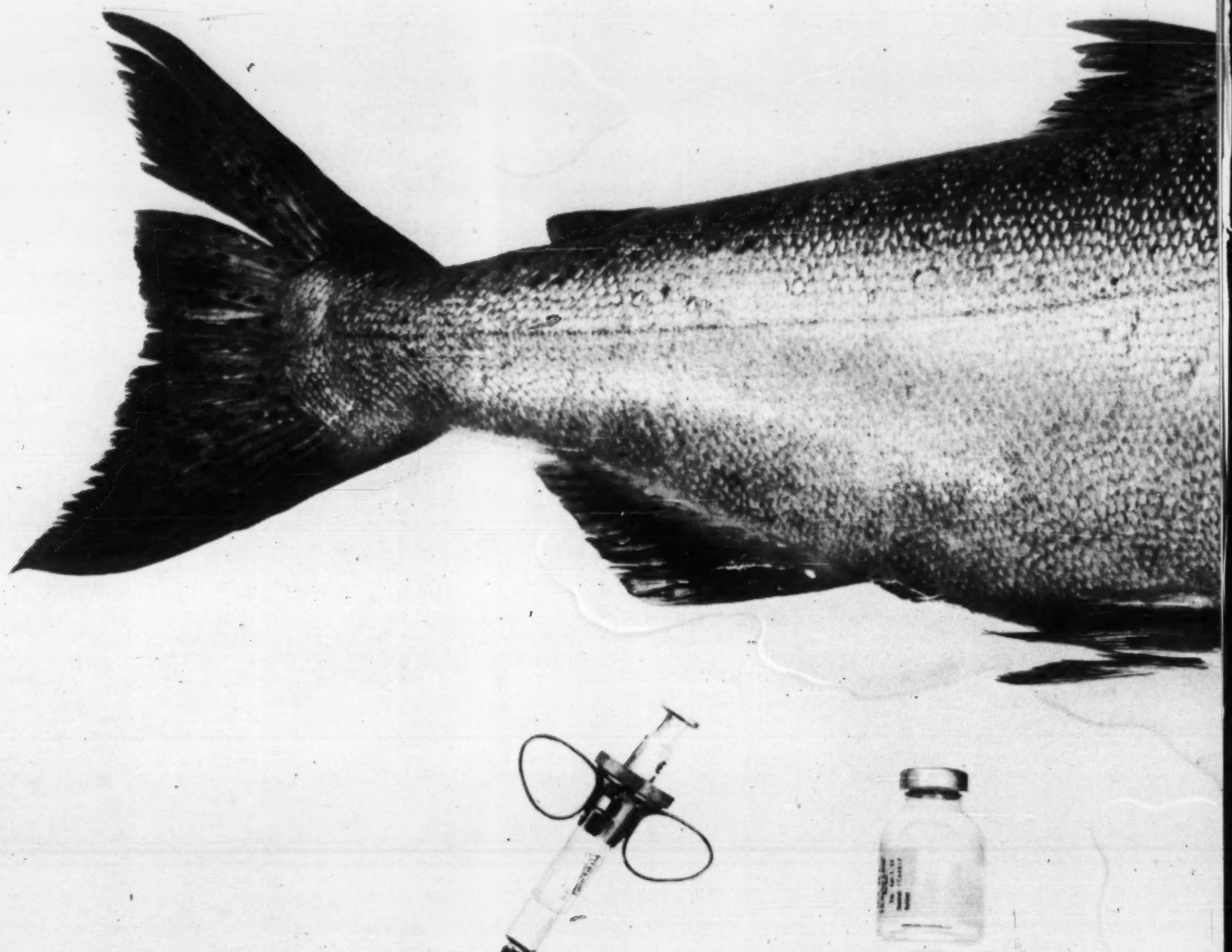
*Percentages are based on the 1,000 households interviewed.

**Percentages are based on the 319 households in which the husband and/or homemaker referred to a back issue of a magazine.

FACTS ABOUT THE SURVEY

This survey was handled by National Certified Interviews, Inc., of Chicago. The sample was 1,000 households in more than 20 primary areas. Both heads of the households were interviewed. Every home was occupied by *new* homeowners—who had lived there a median time of 5 months. To qualify as a reader, at least one complete article was read by one or more household heads and a copy of the current issue of the magazine had to be shown for verification. As far as can be verified, this is the first time a study of this nature has been made on a nationwide basis using accepted probability sampling methods.

For the complete story and a copy of the 84-page research report, contact your nearest BH&G representative or write to: Advertising Manager, Better Homes & Gardens, Des Moines 3, Iowa.



Ever hear about the time we gave

We agree with timebuyers: most pitches for television and radio stations are pretty boring. After you've heard the results of the latest sensational survey for the umpteenth time, you wish you could sneak downstairs for a quick icy coldie.

Well, we don't like to bore our media friends. They're our bread and butter. We like to make our pitches as painless as possible. That's why we gave the king salmon sodium pentothal.

You see, it started with the idea that we needed something different (and painless) for a big presentation party in Los Angeles for media people. Some wiseacre suggested we hold a salmon derby in Hollywood, of all places. Like most ideas that jell in Monday morning meetings, this one hadn't quite jelled. There was a loud chorus of huzzas and nobody gave a second thought as to how the heck you get the *live* fish there.

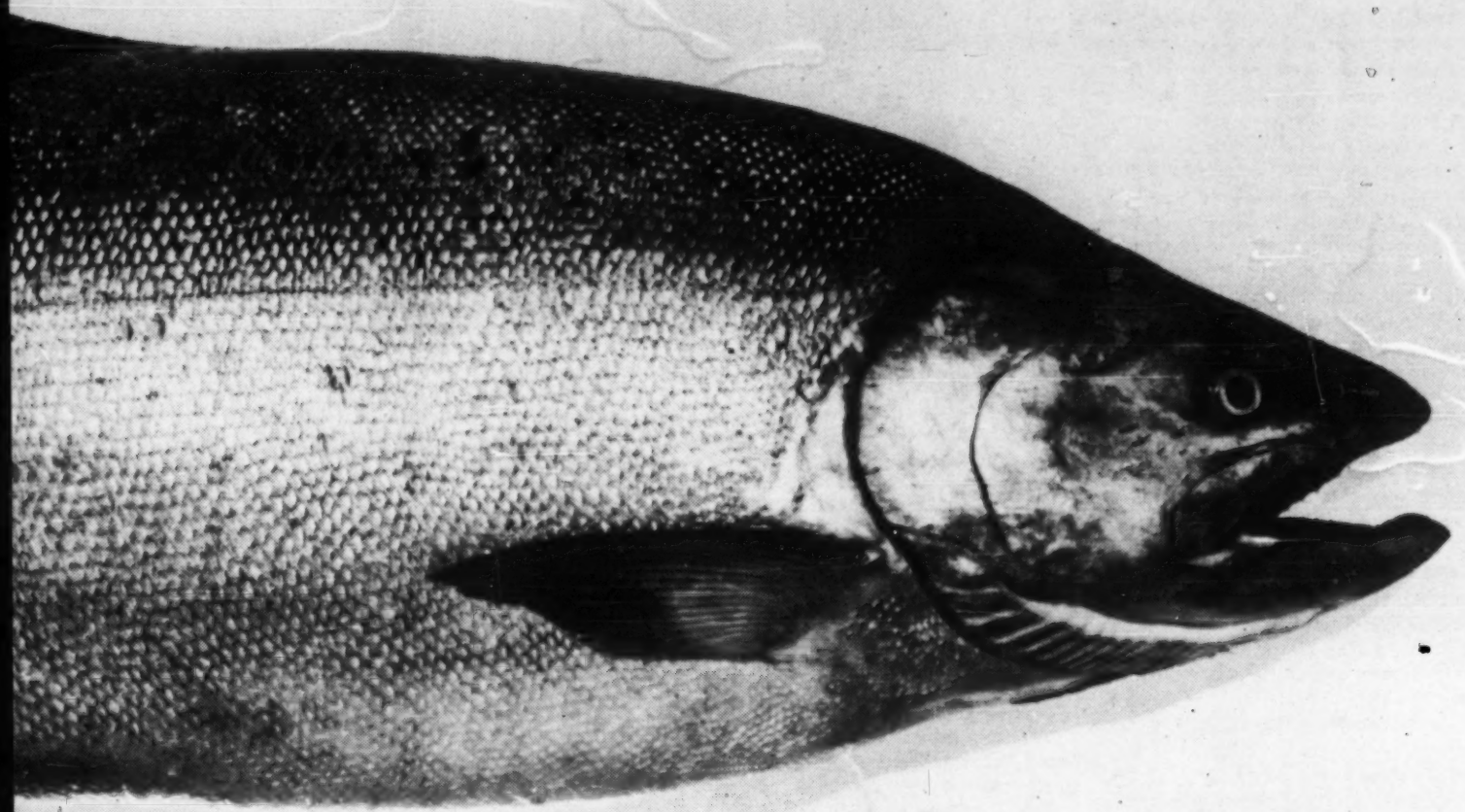
Tons of dollars and three weeks later, we had five drowsy 25-pound fish lollygagging in the pool at the flossy Sportsmen's Lodge.

About 350 timebuyers, account executives, network wheels, and assorted Hollywood celebrities had the time of their lives trying to land a fighting king salmon, a couple of which looked about as animated as that young lady you see in the Nite-All ads.

How did we get the salmon there? Well, we retained Clarence Pautzke, the country's leading expert on salmon (he must be — JFK just made him U. S. Game Commissioner). Clarence netted the salmon at the mouth of the Columbia River, rushed them to a waiting Flying Tiger plane, dumped the fish into custom-built tanks, and then nursemaided them all the way to L. A.

To keep the salmon quiet, Clarence administered the sodium pentothal. But that's only half the story. He had to supply them with oxygen on the 1,000-mile flight, too. Pretty narrow line between keeping salmon quiet and putting them to sleep for good.

When the plane door sprang open in Los



the king salmon sodium pentothal?

Angeles, out bounded Clarence Pautzke, bellowing, "I don't want to talk to reporters – where the heck are the fresh oxygen tanks?"

♛ ♛ ♛

We tell this story not to illustrate the wonderful, wacky world of show business, but rather to make another point. The Crown Stations are not ordinary stations. We *sell* differently, just as we do things differently in our respective communities. Our audiences expect a Crown Station to go *all the way*, to show more ingenuity, to provide more entertainment, to dig deeper on news and public interest programs, than any other station. That's how we expect to win *constant viewer and listener loyalty*.

The record shows that we have done it. Most timebuyers, agency account men, and sales managers prefer to have their business on a Crown Station (all other things being equal).

And the beauty of it is, of course, that we cover the three key markets of the Pacific Northwest – Portland, Seattle, and Spokane. Crown Corner, U.S.A., is the *second largest lump of business in the entire West.*

Work out your problems in California, we always say, and then come north for the easy decision. The Crown Stations.

THE CROWN STATIONS

KGW, AM, TV, Portland
KING, AM, FM, TV, Seattle
KREM, AM, FM, TV, Spokane

The Editorial Viewpoint . . .

Importance of Advertising Research

The American Management Assn. has a new book out called "The Marketing Job," which is remarkably lucid and well-organized. In one of its chapters, Robert F. Elder, former professor, Lever Bros. executive, and now president of Plax Corp., describes the problems inherent in the measurement of advertising efficiency.

He makes the importance of advertising research very clear:

"The average top executive or corporation director, when he talks frankly, will usually concede that most of his decisions about advertising are based on a blend of faith and fear. He has generally come to have faith that advertising is a vital force in the American economy and a necessary part of his total operation.

"He fears that failure to do enough advertising, or to do it well enough, may impair his company's competitive position. Beyond this, he finds he must rely for the most part on hunch, rule of thumb, or trial and error. He gropes for solid facts, measures, and standards similar to those he customarily applies in other business areas. He seldom finds them. Perhaps this groping uncertainty is the primary reason why the advertising appropriation is a favorite target when economies must be sought. Perhaps it explains, too, the rate at which accounts shift from one advertising agency to another.

"It is not like the American business man to live with a situation of such frustrating uncertainty. It is obvious that he is not happy with it. Much money, time, and effort have been poured into attempts to measure advertising. As a matter of fact, there has been much success in certain directions, for we have a multitude of rather precise ways to measure where advertising goes. However, progress toward measurement of what it does after it gets to its destination has been slow and halting. Yet this is the key measurement. Without it, we cannot relate results to cost, and hence cannot manage and control the activity with true efficiency."

This is an acute evaluation of where advertising research stands, and where it is needed. It is also a perceptive analysis of the defects in the present advertising structure, which haunt management men when they consider the amount of money that must go into advertising, and the difficult judgments involved in spending it the right way. This is why it is important that research in advertising be encouraged, and that results from meaningful research get the widest possible distribution. It is important—to advertising men, perhaps, most of all—to get advertising and its functions out of the area of opinion and into the area of measured fact.

Mr. Elder, by the way, lists four interesting fallacies which he thinks have bogged down market researchers and management men alike: (1) The illusion that advertising effectiveness can be measured only through sales; (2) the idea that advertising measurement must involve setting up elaborate experiments; (3) belief that advertising in diverse media cannot be equated on a common-denominator basis; and (4) the notion that there's no use in trying to evaluate advertising effectiveness unless the evaluation can be done with precision.

Cutty Sark Capitulates

There's a touch of irony in the story we carried last week about Cutty Sark's naming Maxon Inc. to handle its account. Here's a company that managed to run basically the same ad for six years; in fact, it was advertising prepared about 20 years ago. About the only change in the copy came when a new plate was made to change the setting of the clipper's sails, after some nautical nit-pickers insisted that the Cutty Sark ship was never going to get anywhere with her canvas set like that.

Anyhow, here's a company that has one ad and keeps repeating it, that buys its own media without the benefit of depth research, or "agency media planning," that apparently never heard of the importance of juggling the brand image, that never bothered to put women in the ads or take them out. Just the same layout and the same copy that Jack McCarthy and John Tinker put together two decades before when the account was brand new at McCann-Erickson.

And it apparently ranks third in sales among all scotches. Once in a while it seems there's a tendency to try to "keep the club small" in advertising, to act as if you had to be initiated in the secrets of the kiva before you could handle the sacred snakes. Apparently Cutty Sark's president and treasurer have mastered the art, and without supervision, guidance and copy conferences.

Those Crazy Breakfasts

Recently we read that the Park Lane, a Manhattan hotel much used in the advertising business for presentations, was reporting a surprising growth in its business breakfasts. We've noticed an alarming increase in press breakfasts ourselves, and we would like to say here and now that mostly they are detestable. There's something about having to juggle a cup of coffee and a crumb bun, a press kit, a cigaret and a pencil that is not conducive to sharp observation and shrewd interpretation. Also, we deplore the occasional breakfast host who seems to think that Bloody Marys are just the thing to launch a business day. Launching can wait until lunch, or preferably after working hours.

Gladys the beautiful receptionist

—Mary Cypher, Pleasantville, N. Y.

"He's thinking about writing a column called 'Ad Nauseum'—featuring the worst ad of the week."

What They're Saying . . .

No Tolling Bells, Please

The newspaper is disappearing from the American scene! cry the prophets of doom.

But I had to look up the fact that in this so-called dying medium, a total of 832 U.S. dailies last year spent over $100,000,000 in plant expansion, and have contracted to spend even more this year. That the dollar gain in newspaper advertising since 1948 exceeds the total dollar volume of television advertising. That circulation has increased 52% in the last 25 years while the population increased only 40%.

Some corpse! But let us not suppose that the general public has the same degree of interest in the subject. Or the research facilities to uncover the stabilizing facts.

And what about the advertiser who reads—and hears—negative and unanswered statements regarding newspapers? Does he understand your rebuttal of dignified silence . . . or has suspicion weakened your relationship? . . .

Advertising *competitive* with other papers rather than *cooperative* as it should be . . . for in the matter of public esteem, you are all riding the same boxcar. Stop selling an individual newspaper and sell the *fact* of newspapers. . . .

Despite the crepe-hangers, the inherent authority of the printed word—most particularly the newspaper printed word—is a strong American heritage. For your own sake—and for the sake of the nation—do not permit this heritage to be eroded by the false assumption that it is yours by divine right. It is not. It was hard earned over centuries by tough-minded men who would have laughed at what we today consider to be monolithic problems. And it must be earned over and over again.

—From a speech by Ernest Jones, president of MacManus, John & Adams, at a summer meeting of the Newspaper Advertising Executives Assn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Bristol-Myers has introduced Excedrin, a pain reliever which is "50% stronger than aspirin."

How much stronger is it than Bufferin?

•

The postal rate bill didn't pass this session of Congress, but publishers, business mail users and others who wore out their shoes tramping Washington corridors may expect to go through the same old motions in 1962.

•

"Gardner resigns Wabash Railroad," reports the world's greatest advertising journal.

The agency decided not to list an account in Standard Advertising Register if it didn't spend any money for advertising.

•

"Small dog trend cuts sales," the headline says.

Maybe the pet food industry should start a public relations campaign to restore the popularity of St. Bernards and Great Danes.

•

Another way to boost the dog food market would be to persuade the owners and managers of posh apartment buildings not to bar children and pets from the premises.

•

Victor A. Bennett, New York agency man, always answers his own phone.

It's a great idea—you never can tell when a prospective client will be on the other end.

•

Outdoor Advertising Inc. advertised Testa, a dream car never manufactured, on the posters in Detroit, and found the general public considerably interested.

The most interested group, of course, was the car builders.

•

Bride's Magazine has an interesting new market study called "Time of First Acquisition."

The bride's most important acquisition is her bridegroom.

•

The Bureau of the Census has figured out that hunters and fishermen spent $4 billion on their favorite sports in 1960.

This adds up to a fairly high premium price for all of the fish and game they were able to capture.

•

A *Show Business Illustrated* writer takes Ollie Treyz to task for programs on ABC-TV like "Hong-Kong" and "Adventures in Paradise."

Rapt viewers refuse to bother with criticisms like that.

•

Martin Anderson, editor and owner of the *Orlando Sentinel-Star*, says he can't afford a press agent, and writes his own ads.

He doesn't need a press agent.

•

Rosser Reeves' book, "Reality in Advertising," is credited with having steered the Pakistan International Airlines account into Hobson, Bates & Partners of London.

That should qualify it as a very special kind of best seller.

COPY CUB.

63 PERCENT

OF DELAWARE VALLEY'S

EFFECTIVE BUYING INCOME

IS CONCENTRATED

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban adult readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

NAIL DOWN MORE SALES DURING THE 1962 NRHA-POST

HARDWARE WEEK

This coming April marks the 10th anniversary of the most successful of all industry-wide promotions—biggest, most exciting, most profitable promotion ever! Hardware Association and The Saturday Evening Post. Promotion Theme: "Happy Home Values." And here's real news: ■■ **THIS HARD-HITTING PROMOTION WILL BE LAUNCHED IN A TRULY SPECTACULAR WAY IN THE EXCITING NEW SATURDAY EVENING POST. THE APRIL 28 ISSUE OF THE POST WILL ANNOUNCE HARDWARE WEEK WITH A FOUR-PAGE, FRONT-COVER GATEFOLD. SPECTACULAR ADVERTISING DESIGNED TO GET SPECTACULAR RESULTS!** ■■ All the facts on the record make Hardware Week a must promotion for every hardware manufacturer: (1) The 22,000 participating hardware dealers account for a full 86% of *all* hardware sales. (2) In the last nine years, Hardware Week has produced a cumulative sales increase of 190% for all member stores. (3) Sales effectiveness is shown by the fact that hardware manufacturers have invested more than $9 million in the Post in the past nine years to promote Hardware Week. (4) Retail-wholesale support is assured when you advertise in the Post, named "the No. 1 magazine to use in pre-selling our lines" by hardware retailers and wholesalers. ■ Now's the time to schedule your advertisement in the April 28 Post and to buy participation in the Hardware Week kit. *Your product, your brand name* will be featured on banners, pennants, show cards, shelf talkers in this great kit that's sent free to all 22,000 dealers. Also in the package—a sales-building consumer tie-in contest (customers must come into the store to enter the contest) with many valuable prizes! Get all the nail-on-the-head details from your Post salesman, or write: Bob Owings, Hard Goods Marketing Manager, The Saturday Evening Post, Independence Square, Philadelphia 5, Pa.

A CURTIS MAGAZINE

The Saturday Evening POST

Publicker Buys More Radio

Publicker Distillers Products, Philadelphia, which already has eased two brands, Old Hickory and White Label into the forbidden—for hard liquor—territory of radio, has moved a third, McCallum's, onto the airwaves. Publicker is using two New York metropolitan area stations, WRFM, Woodside, WVNJ, Newark. Ellington & Co. is the agency.

PUBLISHER'S REPRESENTATIVES
NEW YORK
551 5TH AVE., N. Y. 17
MU 2-5253
CHICAGO
6 NO. MICHIGAN AVE.
ST 2-8996
WALTER E. BARBER CO., INC.

Ziff-Davis Names Wagner

Edward Wagner, formerly publisher of *Photographic Trade News*, published by United Business Publications, has been appointed advertising manager of *Popular Photography*, a Ziff-Davis magazine. Prior to his affiliation with *PTN*, Mr. Wagner was advertising director of *Photo Dealer*.

Waste King Sets Push

Waste King Corp., Los Angeles, is promoting its new "autumn tone" copper-colored gas ranges this fall with 1,000-line newspaper ads. Waste King is also providing dealers with color postcards, envelope stuffers, window banners, ad mats and hang-tags. Hixson & Jorgensen, Los Angeles, is the agency.

Christian Bros. Picks Beaumont

Christian Bros. of California at Napa has appointed Beaumont-Hohman & Durstine, Seattle, as agency for Christian Bros. wines, champagne and brandy in the state of Washington, effective Oct. 1.

BREAKFAST TEST—*This newspaper color page introduces National Biscuit Co.'s new "American Harvest" cereal in Louisville, Rochester, Omaha and Grand Rapids. The agency is Kenyon & Eckhardt.*

Admiral Queries 10 Agencies; Will Hear Presentations Soon

CHICAGO, Sept. 26—Admiral Sales Corp. will begin viewing presentations early next month from agencies which are seeking its $2,000,000-plus account.

Just how many agencies will be invited to make presentations could not be determined at this time. Last week, Admiral mailed out questionnaires to ten Chicago-area agencies. Today was the deadline for the agencies to return the questionnaires.

Although Admiral declined to name any of the ten agencies, ADVERTISING AGE learned that seven of the ten were Campbell-Mithun, Clinton E. Frank Inc., Earle Ludgin & Co., Needham, Louis & Brorby, John W. Shaw Advertising, Tatham-Laird, and Edward H. Weiss & Co.

■ The winning agency will be chosen by a committee composed of Vincent Barreca, exec vp, and Marty Sheridan, vp of public relations, Admiral Corp.; and Carl E. Lantz, president, Ross Siragusa, Jr., vp of sales, and Charles S. Grill, advertising manager, of Admiral Sales Corp.

The questionnaire contains 18 questions dealing with such subjects as billings, roster and size of accounts, key personnel, extent of services, experience on appliance accounts and number and location of branch offices.

Admiral split with its former agency, Henri, Hurst & McDonald, earlier this month (AA, Sept. 11). The agency will continue to bill on Admiral until Dec. 31. #

Five Join ARF

Five organizations have joined Advertising Research Foundation, New York. They are Associated Merchandising Corp., New York; Falstaff Brewing Corp., St. Louis; Imperial Tobacco Co. of Canada, Montreal; Purdue University, Lafayette, Ind.; and *Quick*, Munich, Germany.

Murray to Continental Copper

Leo M. Murray, formerly research manager of McGraw-Hill's *National Petroleum News* and *Petroleum Week*, has been named to the marketing group of the corporate planning staff of Continental Copper & Steel Industries, New York.

Frank Promotes Matthews

Jack L. Matthews, account executive of Clinton E. Frank Inc., Chicago, since 1958, has been named an account supervisor.

Look at all two!

No one ever bought a goose and lived happily ever after. Or a car or a bar of soap or anything! It pays to compare constantly, keep abreast, shop around. Years ago, a great advertisement appeared with this same headline, almost. They were referring to three automobiles.

We are talking about two ways to sell your product on television. Film and Videotape*—both changing and growing techniques. In fact, Videotape has progressed so rapidly in the last few months that you are missing the boat if you're not looking into what it can do for your product every time you plan a commercial.

The place to see the vast difference between Videotape and film is not in the agency projection room where a few executives see it. It's on the home TV screen where 100,000,000 consumers are sold. This is where the picture and sound superiority of Videotape over film really pays off. This is where the important new editing techniques, the unlimited effects and illusions now possible on Videotape really show up and sound off. Because Videotape and only Videotape is electronically compatible with the television system.

Videotape is faster. Less costly. Surer. You see exactly what you're getting as you get it. You don't tie up a top creative agency team for weeks when you assign them to a commercial. They come to Videotape Center, walk out with the job done, exactly as visualized.

This brings us to our great new Videotape Center. It is equipped with three superb studios, every newest technological improvement, the creative staff in Videotape today and world-wide mobile facilities. Tape offers you more than film, but don't just take our word for it. Go to any network, any television station, better still, come to Videotape Center and look at all two—side by side on pipeline to the home screen.

Videotape Productions of New York, Inc. · 101 West 67th Street, New York · TR 3-5800

*TM AMPEX CORP.

The Chicago Tribune reaches *your kind** of people

If you're selling watches, you consider only two kinds of people in a market. Those who buy. And those who don't, can't or won't.

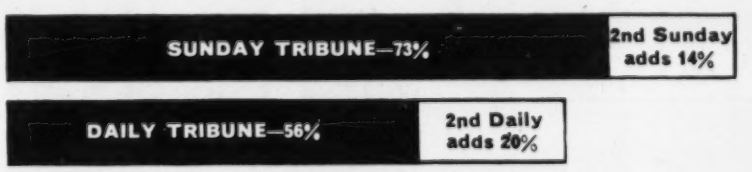
Reaching more of the right kind—buyers—is easy in Chicago. Most of them read the Tribune.

In city and suburban households, 73% of all watch buyers read the Sunday Tribune; 56% read the Daily Tribune.

Now maybe you sell washers, wieners or women's shoes instead of watches. It makes little difference. The Tribune will still deliver a larger audience of actual buyers than any other Chicago newspaper.

You'll sell more to your kind of people—the people who buy—when you use the Tribune in Chicago.

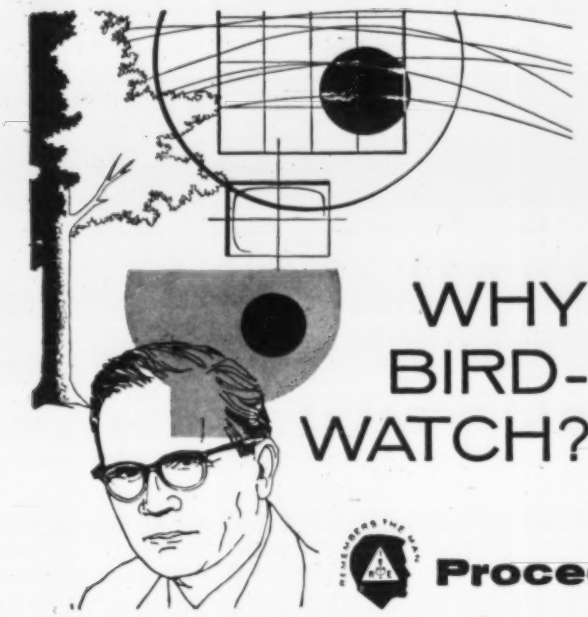
HOUSEHOLD COVERAGE OF WATCH BUYERS



More Readers...
More Buyers...More Results

THE TRIBUNE GETS 'EM IN CHICAGO!

* Your kind of people are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.



WHY BIRD-WATCH?

Day and night, IRE electronics engineers are among the thousands of people who "bird-watch"—who follow, with the aid of telescopes and electronics instruments, the paths of rockets and satellites that streak across our sky.

This bird-watching is vital to our nation's defense. But it is important, too, to keep an eye open at ground level—for tanks, and guns, and armored cars, and motorized infantry. Television is being used more and more for military reconnaissance, and its effectiveness has been substantially increased by the researches of Peter C. Goldmark, of CBS Laboratories. At the same time, Mr. Goldmark has used his knowledge of TV to help us defend ourselves against other deadlier enemies—anti-bodies—by making possible the use of television in medical education.

Like other IRE members, Mr. Goldmark works continuously in a world of pure and abstract science, and again, like his colleagues, he relates his research to the world around us, to make a better life possible for all. The IRE salutes him with the Vladimir K. Zworykin Award for 1961, and commends to your attention the tremendous IRE membership of professional electronics engineers, whose zeal, intellectual ability and devotion to duty Mr. Goldmark so typifies.

The researches and findings of electronics engineers of Mr. Goldmark's calibre are published each month in *Proceedings of the IRE*. Your ad in *Proceedings* associates your company with a publishing project that benefits all mankind.

REMEMBERS THE MAN

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36 • MUrray Hill 2-6606

Longest Grocery List in the West!

FIRST

In Total Grocery Linage Among ALL Newspapers In 11 Western States!

The San Jose Mercury carried MORE grocery advertising linage (retail and general) than any other morning newspaper in 11 Western states during the first six months of 1961—1,915,014 lines.

Among all afternoon papers, the San Jose News ranked first with 1,920,619 lines.

That's proof that advertisers know the Mercury and News are the best way to reach the 700,000-population Metropolitan San Jose area—where 1960's $219,693,000 food-sale market represents a 218% gain over 1950! Remember . . .

You **COVER** San Jose **ONLY** With the

Mercury and News

A Ridder Newspaper

Represented Nationally by Ridder Johns, Inc.

Sources: Media Records—County Planning Commission—Sales Management

Getting Personal

K. LeMoyne Billings, vp of Lennen & Newell, has a new parttime job, thanks to his old friend and Choate roommate, Jack Kennedy. The President has named Mr. Billings to the board of trustees of the National Cultural Center to be built in Washington. The post will pay $75 a day while he is actually working on it . . .

Opera devotee **Alan Wagner,** general program executive with CBS-TV, has written a book on his favorite subject, to be published in mid-October, with the promotable title: "Primadonnas & Other Wild Beasts." Every Sunday morning he conducts a 90-minute radio program, "Living Opera," on WNYC, New York. Then, in any time left over, he does freelance writing. His latest: A short piece, "Baroque Announcer," appearing in the opening issue of *Show*. Selections from his book are set for *Show Business Illustrated* . . .

Ed Lindner, copywriter at Benton & Bowles, is putting his vacation to profitable use. With his wife, actress Gladys Austen, he is touring the Middle East in search of motion picture locations. The planned films are an extension of a radio series which featured Mrs. Lindner as "Vera Wallace, Private Investigator." First stop is Cairo, locale for "The Riddle of the Regal Mummy." They return Oct. 25 . . .

Charles Lipscomb's son, Charles III, was married Sept. 14 to Patricia Parkin. The father of the groom is president of the Bureau of Advertising . . . Suzanne Schmelzer and **Jack Shipman,** with the research department of Lennen & Newell, were married Sept. 16 . . . Also married Sept. 16: Mrs. Linda Kuechler Anderson and **John W. Rollins,** president and board chairman of Rollins Leasing Corp. and a director and chairman of the executive committee of Rollins Broadcasting Inc., both in Wilmington, Del. . . .

FAMILY AFFAIR—*John J. Morrissey (right), vp of J. Walter Thompson Co., Chicago, poses proudly beside a portrait of his wife, Jean, and their seven children, painted by James Jay Ingwersen (left). The painting will be exhibited in a two-man show of artists' portraits by James and Phyllis Ingwersen (she's a former JWT copywriter) at the Visual Arts Center Oct. 6-12.*

Lee H. Bristol, board chairman of Bristol-Myers and board chairman of the Advertising Council, has been named national chairman of Brotherhood Week, to be sponsored Feb. 18-25 by the National Conference of Christians & Jews . . . **David C. Stewart,** president of Kenyon & Eckhardt, has been named chairman of the advertising industry committee of the American Safety Foundation . . .

Redbook's June circulation contest was won by **Beverly Prevey,** BBDO copywriter in Minneapolis. Her prize: A $100 gift certificate from Abercrombie & Fitch . . .

Hubert Troost, head of Troost Werbeagentur GWA, Dusseldorf agency, now has a typical tourist tale to tell. When he arrived in New York from Germany last month he walked into Dunhill and decided on a black attache case as an appropriately American purchase. When he started moving his papers into it, he found the message, "Made in Germany" . . .

Academic Admen—**Robert Pritikin,** creative director of Fletcher Richards, Calkins & Holden, will conduct a workshop on advertising techniques at the evening school of San Francisco State College. For a second term, **Maurice Goldberger,** president of Gramercy Marketing Services of New York, will head a class on advertising and sales promotion for business men at Massapequa, Long Island, high school. And Canadian adman **Joseph R. Mullie** of Spitzer, Mills & Bates is director of first-year sessions of a new four-year advertising course at the University of Western Ontario, London, and later courses to be held at Ryerson Institute in Toronto . . .

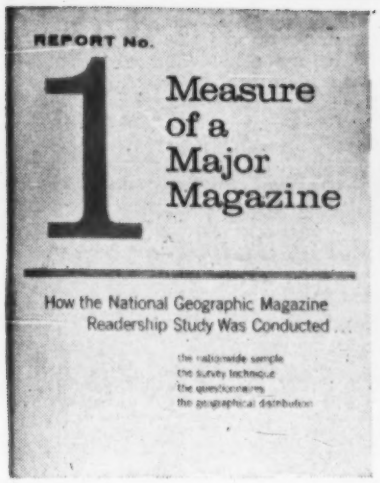
Robert J. Alander, ad manager of the *Charlotte News* and *Observer,* has been named chairman of the public service division of the current United Appeal campaign . . .

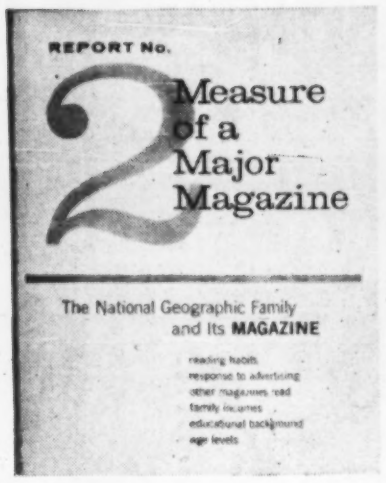
John Herb, Scott Paper Co., and **Gerold Lauck Jr.,** N. W. Ayer & Son, Philadelphia, tied for first place honors with gross scores of 80 in *TV Guide's* invitational golf tourney sponsored by the Philadelphia edition . . .

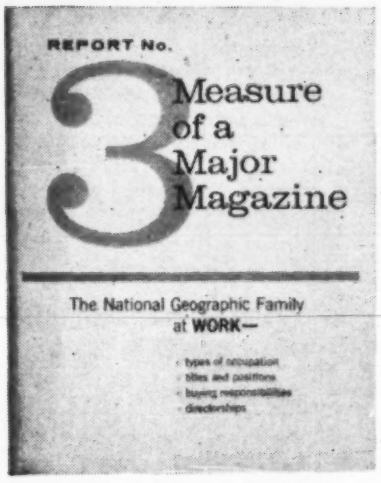
Raymond R. Morgan Jr. of Walker Saussy Advertising Co., Hollywood, proved the glib winner of KABC's "Talk Your Way to Mexico" contest held for West Coast agency people. He won the two-week trip for two for the best 50-word answer on why conversation radio is successful in L.A. . . .

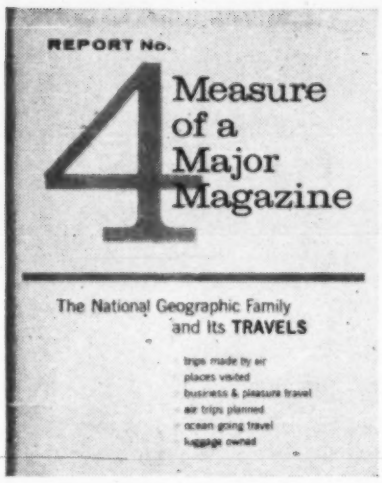
John Wolfe, an account exec for Radio Station KFWB, Los Angeles, has been elected president of the University of Southern California alumni chapter of Phi Sigma Kappa fraternity . . . Mrs. William O. Kyte, widow of the late General Electric ad and sales exec **William O. Kyte,** has donated her husband's 150-volume specialized business library to Jonathan Communicators, Los Angeles . . .

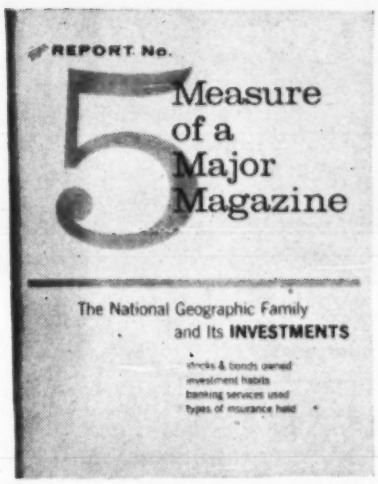
A MAJOR MAGAZINE MAKES AN IMPORTANT MEASUREMENT OF ITS MAJOR MARKET...

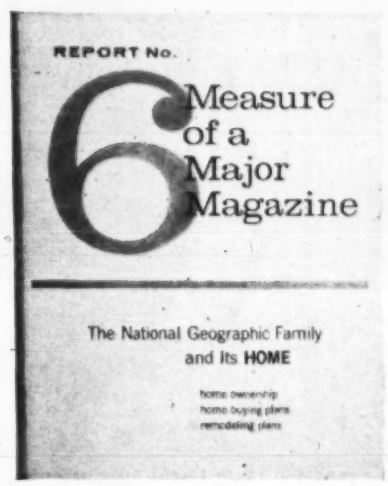


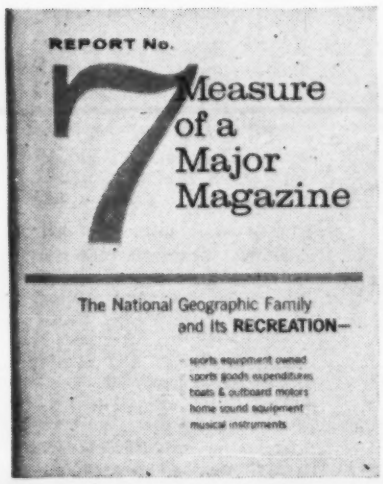


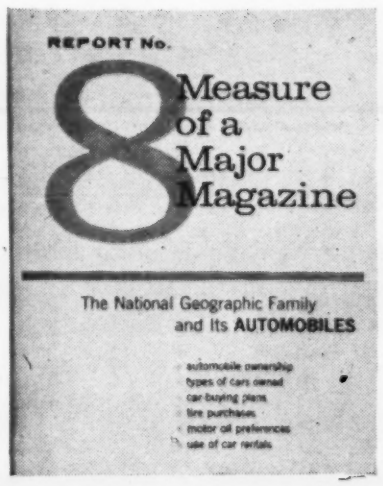












AND HERE, IN EIGHT REPORTS, ARE THE SIGNIFICANT FINDINGS...

The most comprehensive readership study ever made of the National Geographic audience has been documented in these Report Books. Each concerns a specific area of interests in the lives of Geographic families, based upon facts they supplied in response to 10,000 questionnaires.

To find out how this information may well lead you to one of your most profitable advertising investments, simply contact the nearest National Geographic office. Say you want to know how this *"Measure of a Major Magazine"* study can benefit *your* business.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

Advertising Offices: WASHINGTON, 16th & M Streets, N.W. • NEW YORK, 630 Fifth Avenue • CHICAGO, Prudential Building • SAN FRANCISCO, 235 Montgomery Street • LOS ANGELES, 8693 Wilshire Boulevard, Beverly Hills.

Westinghouse Backs Public Service Series

Westinghouse Broadcasting Co., New York, has produced two quickie public service program series that will be made available upon request to other stations throughout the U.S. There will be no charge.

"I Have a Story" is made up of one-minute words-and-pictures teasers of such classics as "Robinson Crusoe" and "Tom Sawyer." The films are appetizers to get children to go to the library to read the full story for themselves. The other program turns the camera on college presidents, who are given two minutes or so, to discuss current educational problems. Westinghouse also has announced plans for syndicating a new Dr. Bergen Evans series, "English for Americans." It is being offered for noncommercial use to commercial and educational stations.

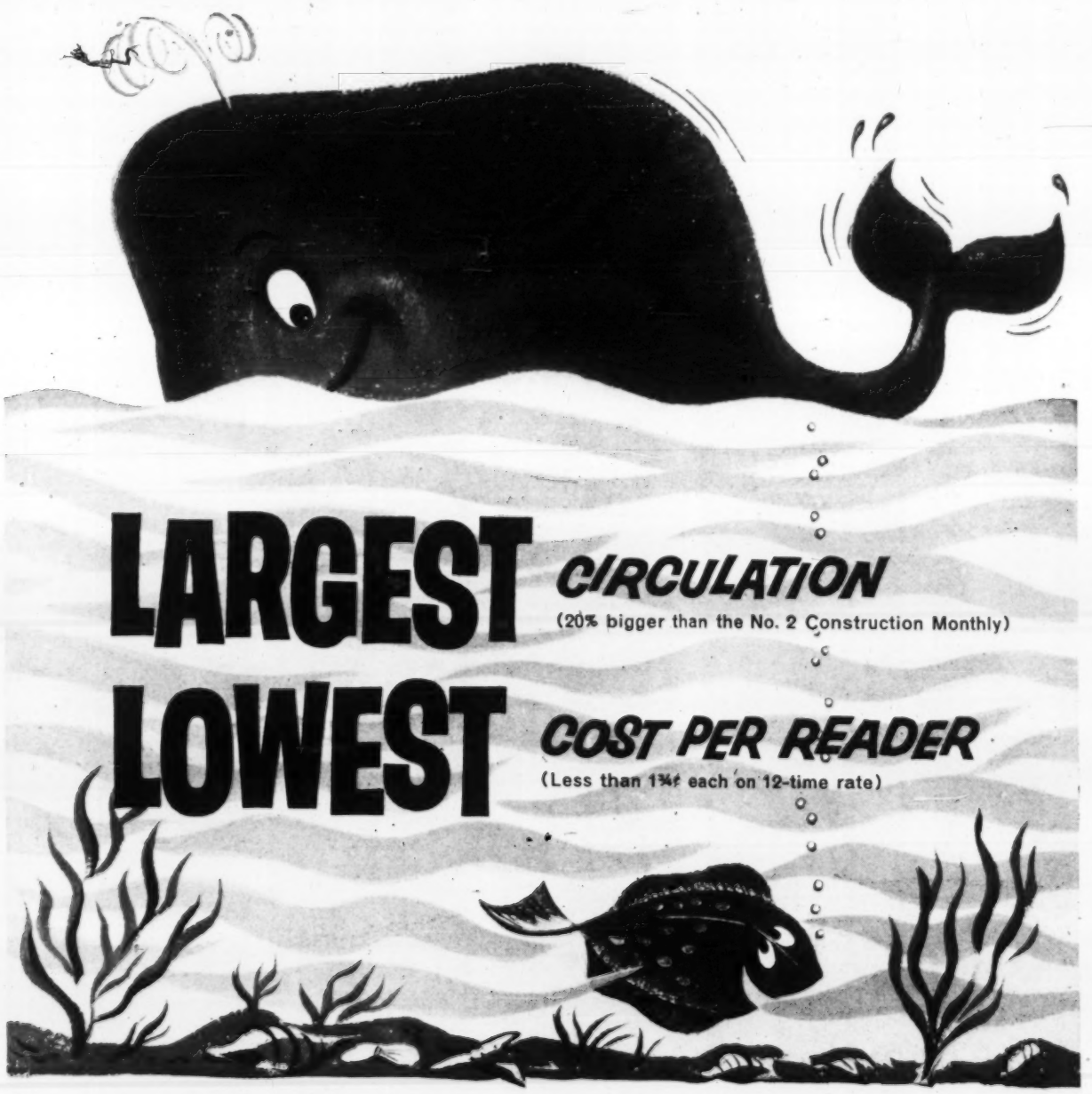
WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

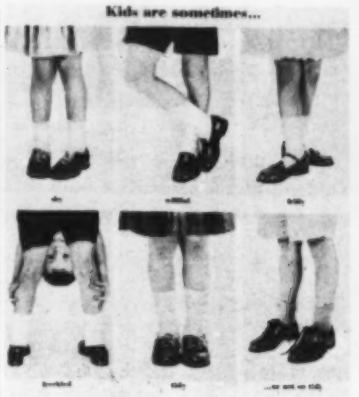
McCallister Adds 2 Accounts

R. J. McCallister Co., Youngstown, O., has been named to handle advertising for Patterson Foundry & Machine Co., East Liverpool, O., supplier of chemical processing equipment, and Surety Rubber Co., Carrollton, O., manufacturer of rubber gloves and other rubber products for industrial, commercial and household use.

RHG to Industrial Marketing

RHG Electronics Laboratory, Farmingdale, N. Y., manufacturer of receiver systems and wideband amplifiers, has appointed Industrial Marketing Associates, Levittown, N. Y., to handle its advertising.


LARGEST CIRCULATION
(20% bigger than the No. 2 Construction Monthly)
LOWEST COST PER READER
(Less than 1¾¢ each on 12-time rate)
CONSTRUCTION'S FINEST ADVERTISING VALUE
Compleat anglers hook onto CONSTRUCTION EQUIPMENT. For its hand-picked readers—men who make buying decisions — bulk largest in numbers and lowest in cost. With CONSTRUCTION EQUIPMENT you attract the contractors, plus every other buying group that you need and want to sell. Advertisers find that no other construction magazine offers such a brimming catch of values.
Construction Equipment
NBP
BPA
Construction Equipment
MAGAZINE
A CONOVER-MAST PUBLICATION • 205 EAST 42ND STREET, NEW YORK 17



FRESH LOOK—*This Miles Shoe ad, which ran last month in New York and some 50 other East Coast markets, makes a break from the "sameness and price emphasis" the advertiser feels afflicts popular-price shoe ads. Daniel & Charles, New York, is the agency for the Melville Shoe Corp. division.*

Skil Shows New Saw With Novel Pop-up Trade Book Insert

CHICAGO, Sept. 26—Skil Corp. is running a novel pop-through four-page orange-and-black insert on its new "Recipro saw" in October business publications.

Cover copy reads: "Skil comes through with a totally new kind of Skil saw for the hardware industry," and a die-cut paper "blade" of Skil's Recipro saw actually does "come through" the cover, moving when the page is turned.

"This is the first time that the action of a power tool has been demonstrated in printed advertising," John B. Ottman, Skil's advertising and pr director, said.

■ The insert will run in October *Building Materials Merchandiser, Building Supply News, Hardware Age* and *Hardware Retailer*, timed to follow close on the heels of the National Hardware Show Oct. 2-6, where the Model 577 Skil Recipro saw will make its bow. The ad was preceded by two-page teasers in September issues.

Consumer advertising plans are to be announced after product distribution has been completed. F&S&R, Chicago, is the agency. #

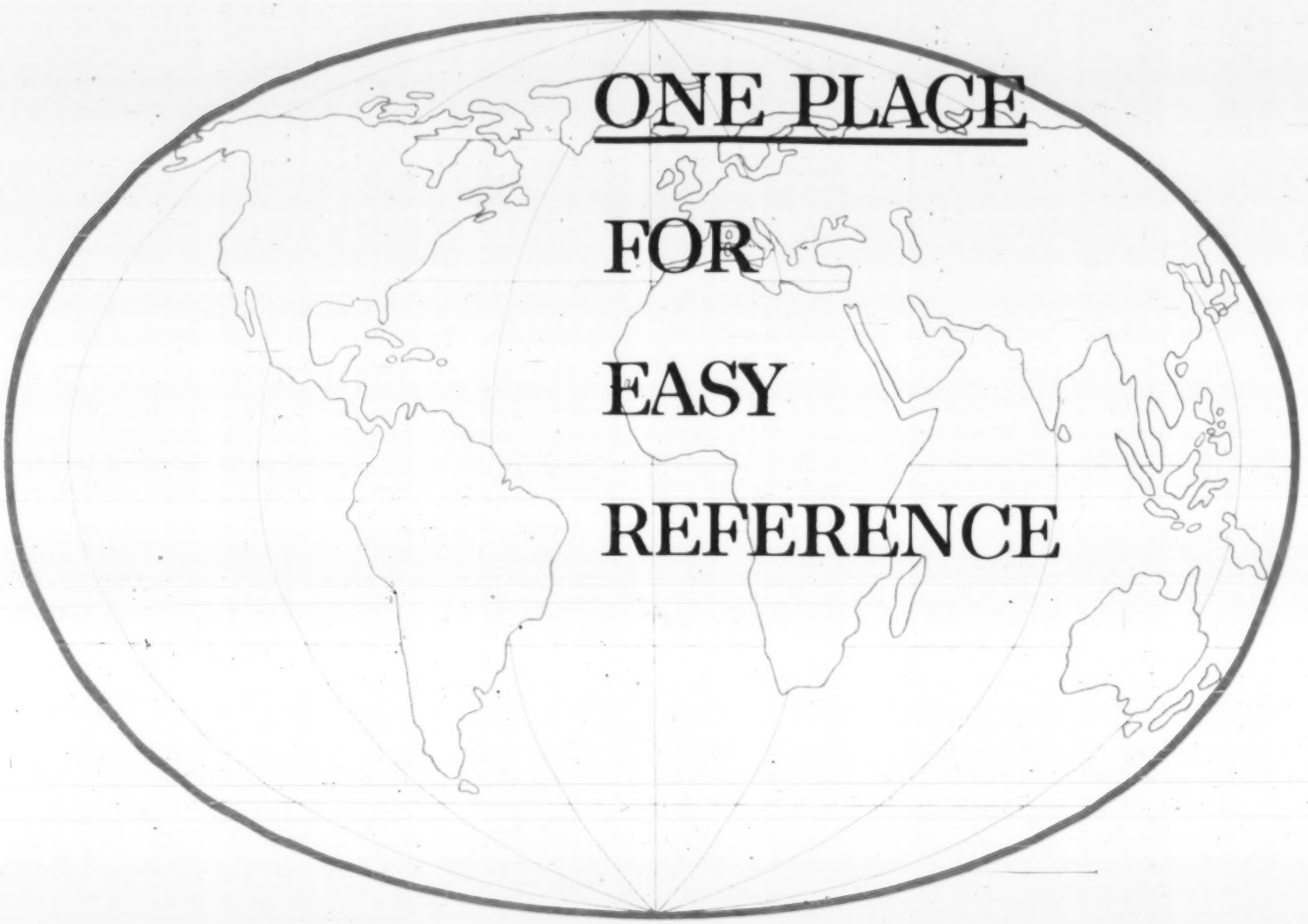
Tallant/Yates Agency Formed in Denver

Tallant/Yates Advertising has been formed with offices at 240

Gordon R. Yates Ellis J. Tallant

Washington St., Denver. Ellis J. Tallant, president, will be responsible for account supervision; Gordon R. Yates, vp and secretary-treasurer, will direct creative activities. Both men formerly were with Galen E. Broyles Co., Mr. Tallant as administrative vp and account executive and Mr. Yates as a creative specialist and assistant vp.

Among the agency's initial accounts are Armco Drainage & Metal Products Tool Inc., Coors Porcelain Co., Cryogenic Engineering Co., Molitor Inc. and United American Life Insurance Co.



The Who's Who (*and what's what*) of International Magazines

Basic facts you normally need—and must collect from separate sources —to analyze your opportunities for advertising outside the United States

You can make better use of the facts inside this folder if you know this one underlying fact about all international magazines:

They have even more of a certain magazine characteristic that is very valuable to you here.

To an even greater extent, international magazines tend to deliver *quality circulation*. Here is the reason why:

In many other countries, the people who don't have the income to be good prospects—in other words, those who would be waste circulation—*cannot read*. No magazine can reach them.

In these countries, the people who *can* read are at a premium. You can safely assume that they are mostly well-situated and well-paid. These are the only people magazines can reach.

But what about the countries where—as in the U.S.—literacy is almost universal? There you have a more subtle, but nonetheless tangible, selective force at work.

Look at the content of any international magazine. It's filled with thoughtful articles, worthwhile information, reflecting high ideals and standards. That kind of reading attracts the high-quality people of a country—just as surely as a concert draws one kind of audience and a prize-fight draws another.

Around the world, these literate, quality people represent a market in the multimillions. But you must find a way to select them out of each country—and to bypass the others. International magazines do that, automatically.

This introduces the obvious basic principle that applies to all international magazines:

Circulation is an accurate measure of ability to deliver good sales prospects.

TURN TO THE FACTS ▶

CIRCULATION
of International Editions

COUNTRY	Reader's Digest*	Life	Time	Visión/ Visão
CANADA	1,177,410	—	242,484	—
LATIN AMERICA				
ARGENTINA	336,595	60,411	6,314	19,879
BOLIVIA	15,406	3,112	719	1,746
BRAZIL	455,933	23,040	17,088	53,423
CHILE	104,598	21,323	4,217	14,579
COLOMBIA	74,698	21,360	3,588	16,438
COSTA RICA	8,519	3,200	931	1,382
DOMINICAN REPUBLIC	7,531	5,319	279	34
ECUADOR	12,921	9,699	986	1,450
EL SALVADOR	6,650	3,698	657	1,047
GUATEMALA	13,119	14,037	1,344	2,415
HONDURAS	6,800	2,074	691	1,031
MEXICO	389,263	172,230	8,748	40,578
NICARAGUA	8,048	2,379	894	1,345
PANAMA & CANAL ZONE	8,070	4,467	2,507	1,284
PARAGUAY	5,857	1,710	236	1,568
PERU	47,170	23,486	3,267	10,026
PUERTO RICO	61,524	7,187	5,412	857
URUGUAY	39,050	6,151	889	897
VENEZUELA	124,960	29,497	7,248	9,533
EUROPE				
AUSTRIA	70,203	2,317	1,506	
BELGIUM	100,669	6,362	2,960	
DENMARK	175,838	5,546	2,091	
FINLAND	119,120	7,125	1,307	
FRANCE	1,038,906	13,380	8,189	
GERMANY	956,470	22,554	7,975	
IRELAND (EIRE)	35,945	3,070	12,850	
ITALY	669,571	10,518	6,288	
NETHERLANDS	169,145	8,013	7,075	
NORWAY	159,284	6,831	3,069	
PORTUGAL	32,015	3,132**	—	
SPAIN	152,800	17,621**	3,381	
SWEDEN	300,517	13,792	3,436	
SWITZERLAND	108,742	9,774	6,712	
UNITED KINGDOM	1,178,835	50,538	40,089	
MIDDLE EAST & AFRICA				
EGYPT	11,746	1,445	2,717	
ISRAEL	—	5,998	9,356	
PORTUGUESE AFRICA	11,194	†	100	
ALGERIA	23,714	397	201	
MOROCCO	7,806	231	338	
FED. OF RHODESIA & NYASALAND	17,911	2,052	2,952	
UNION OF SOUTH AFRICA	133,658	13,773	8,653	
ASIA				
BURMA	6,882	1,420	2,399	
CEYLON	7,231	1,477	1,054	
HONG KONG	8,128	1,886	2,459	
INDIA	87,503	20,881	12,674	
INDONESIA	—	3,150	5,572	
JAPAN	408,286	20,004	6,343	
MALAYA & SINGAPORE	19,947	6,566	5,472	
PAKISTAN	19,804	6,889	8,355	
VIETNAM	6,817	1,013	1,778	
FORMOSA	10,060	—	—	
PHILIPPINES	21,397	17,042	9,110	
SOUTH PACIFIC				
AUSTRALIA	473,945	38,347	48,890	
NEW ZEALAND	88,750	17,613	16,612	
TOTAL	9,106,719	808,237	647,003	182,586

(Grand total includes "spillover" circulation not shown in the tables and exceeds sum of columns)

*Digest figures for principal edition or editions covering a country. Do not include additional overflow.

**Includes all Possessions. †Included in Portugal.

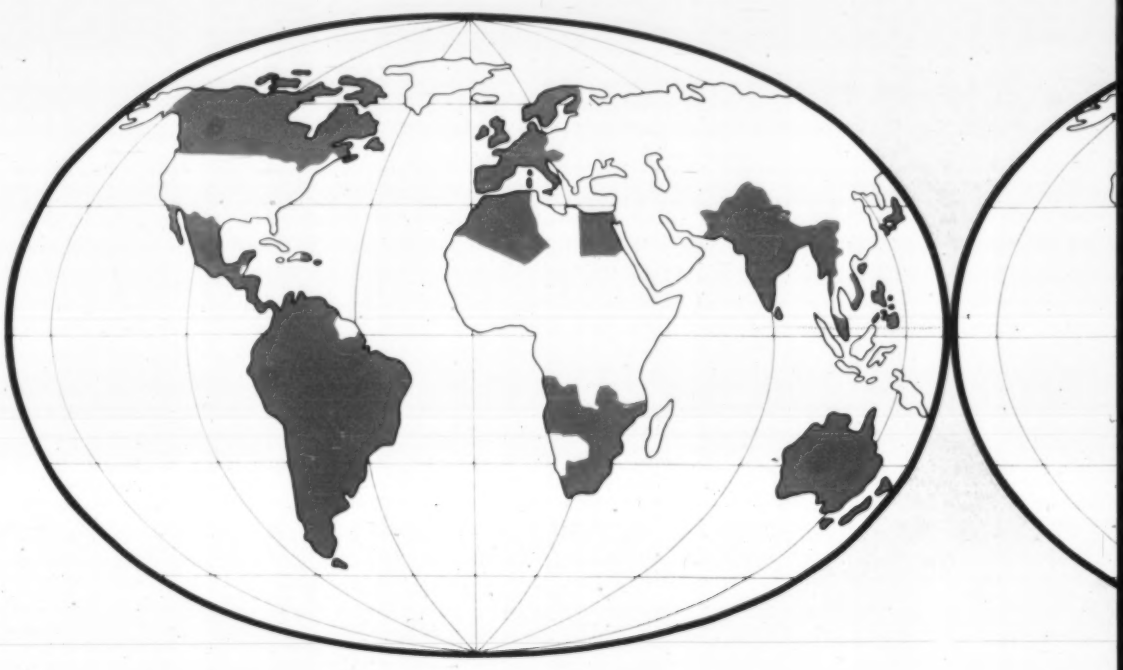
SOURCE: Digest circulation single issues January–April, 1961; Life–March 20 and May 22, 1961 issues; Time Latin America–March 3, 1961 issue; Time Canada–March 17, 1961 issue; Time Atlantic, Asia and South Pacific–February 24, 1961 issues; Visión/Visão–August 26, 1960 issues.

KEY

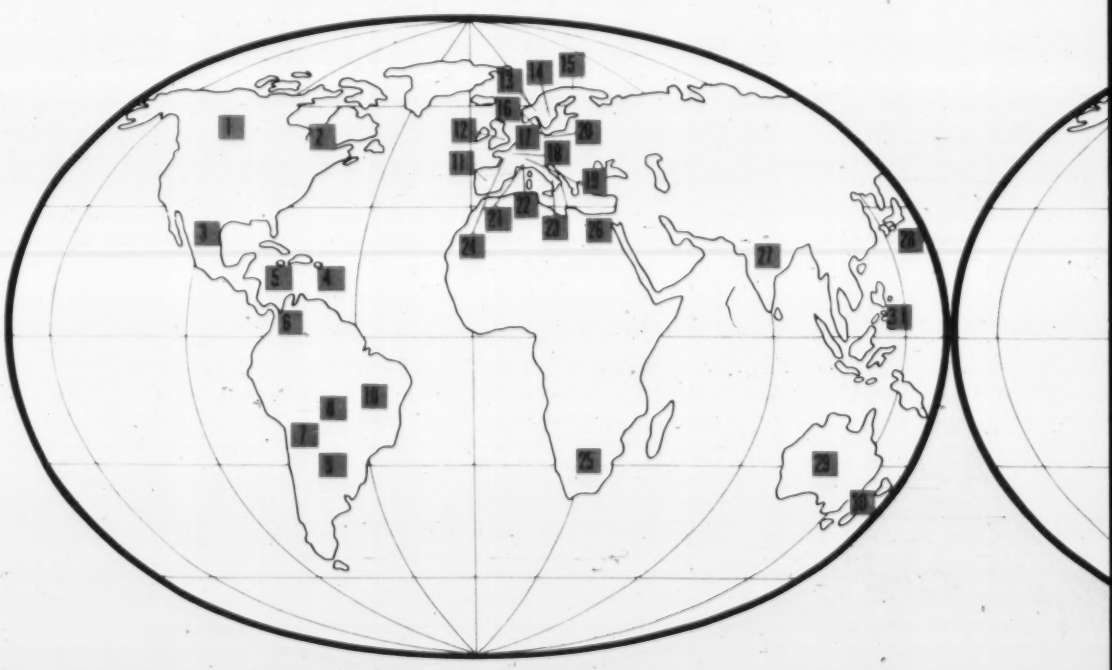
- 50%—100% (or more) of Digest circulation
- 25%—50% of Digest circulation
- Under 25% of Digest circulation

(Countries are colored in if a magazine has an international edition with over 5,000 circulation there.)

Reader's Digest
1962 rate base: 8,855,000



Reader's Digest
31 international editions in 13 languages: Arabic, Danish, Dutch, English, Finnish, French, German, Italian, Japanese, Norwegian, Portuguese, Spanish and Swedish



ALL INTERNATIONAL EDITIONS
Circulation rate base (Jan., 1962): 8,855,000. B&W page (special global rate): $23,408. Cost/M: $2.64.

1 CANADIAN EDITION (English)
Circulation rate base (Jan., 1962): 890,000. B&W page—$3,490 Canadian. Cost/M: $3.92. Covers Canada.

2 CANADIAN EDITION (French)
Circulation rate base (Jan., 1962): 210,000. B&W page—$1,030 Canadian. Cost/M: $4.91. Covers Canada.

3 MEXICAN EDITION (Spanish)
Circulation rate base (Jan., 1962): 340,000. B&W page—$1,510. Cost/M: $4.44. Covers Mexico.

4 PUERTO RICAN EDITION (Spanish)
Circulation rate base (Oct., 1961): 55,000. B&W page—$510. Cost/M: $9.27. Covers Puerto Rico.

5 CARIBBEAN EDITION NO. 2 (Spanish)
Circulation rate base (Oct., 1961): 110,000. B&W page—$900. Cost/M: $8.18. Covers Puerto Rico (overlapping Puerto Rican Ed.) plus Dominican Republic, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama.

6 CARIBBEAN EDITION NO. 1 (Spanish)
Circulation rate base (Jan., 1962): 370,000. B&W page—$2,125. Cost/M: $5.74. Covers same countries as Carib. Ed. No. 2, plus Venezuela, Colombia, Ecuador and Peru.

7 CHILEAN EDITION (Spanish)
Circulation rate base (Jan., 1962): 100,000. B&W page—$465. Cost/M: $4.65. Covers Chile.

8 SOUTHERN HEMISPHERE EDITION (Spanish)
Circulation rate base (Jan., 1962): 150,000. B&W page—$645. Cost/M: $4.30. Covers Chile (overlapping Chilean Ed.) plus Bolivia, Paraguay and Uruguay.

9 ARGENTINE EDITION (Spanish)
Circulation rate base (Jan., 1962): 300,000. B&W page—$720. Cost/M: $2.40. Covers Argentina.

10 BRAZILIAN EDITION (Portuguese)
Circulation rate base (Jan., 1962): 460,000. B&W page—$1,530. Cost/M: $3.33. Covers Brazil. Also has circulation of more than 5,000 in Portugal and Portuguese Africa.

11 IBERIAN EDITION (Spanish)
Circulation rate base (Jan., 1961): 150,000. B&W page—$425. Cost/M: $2.83. Covers Spain.

12 BRITISH EDITION (English)
Circulation rate base (Jan., 1961): 1,100,000. B&W page—$2,240. Cost/M: $2.04. Covers United Kingdom and Ireland. Also has a circulation of more than 5,000 in Pakistan, Malaya & Singapore, Burma and Ceylon.

13 NORWEGIAN EDITION (Norwegian)
Circulation rate base (Jan., 1961): 150,000. B&W page—$410. Cost/M: $2.73. Covers Norway.

14 SWEDISH EDITION (Swedish)
Circulation rate base (Jan., 1962): 285,000. B&W page—$760. Cost/M: $2.67. Covers Sweden.

15 FINNISH EDITION (Finnish)
Circulation rate base (Jan., 1961): 120,000. B&W page—$375. Cost/M: $3.13. Covers Finland.

16 DANISH EDITION (Danish)
Circulation rate base (Jan., 1960): 155,000. B&W page—$480. Cost/M: $3.10. Covers Denmark.

17 DUTCH EDITION (Dutch)
Circulation rate base (Jan., 1962): 200,000. B&W page—$575. Cost/M: $2.88. Covers the Netherlands.

18 BELGIAN EDITION (French)
Circulation rate base (Jan., 1962): 100,000. B&W page—$300. Cost/M: $3.00. Covers Belgium.

19 AUSTRIAN EDITION (German)
Circulation rate base (Jan., 1962): 65,000. B&W page—$275. Cost/M: $4.25. Covers Austria.

20 GERMAN EDITION (German)
Circulation rate base (Jan., 1962): 950,000. B&W page—$2,080. Cost/M: $2.19. Covers Austria (overlapping Austrian Ed.) and Germany.

21 SWISS EDITION (German)
Circulation rate base (May, 1960): 65,000. B&W page—$275. Cost/M: $4.23. Covers Switzerland.

22 SWISS EDITION (French)
Circulation rate base (May, 1960): 25,000. B&W page—$140. Cost/M: $5.60. Covers Switzerland.

23 ITALIAN EDITION (Italian)
Circulation rate base (Sept., 1961): 600,000. B&W page—$1,370. Cost/M: $2.28. Covers Italy.

24 FRENCH EDITION (French)
Circulation rate base (Jan., 1962): 1,000,000. B&W page—$2,290. Cost/M: $2.29. Covers France. Also has a circulation of more than 5,000 in Algeria, Morocco and Vietnam.

25 SOUTH AFRICAN EDITION (English)
Circulation rate base (Aug., 1961): 140,000. B&W page—$420. Cost/M: $3.00. Covers Union of South Africa. Also has a circulation of more than 5,000 in the Federation of Rhodesia and Nyasaland.

26 ARABIC EDITION (Arabic)
Circulation rate base (Jan., 1959): 20,000. B&W page—$125. Cost/M: $6.25. Covers Egypt and Syria (U.A.R.), Lebanon, Jordan, Iraq, Sudan, Libya, Saudi Arabia and Kuwait. It has a circulation of more than 5,000 in Egypt only.

27 INDIAN EDITION (Eng.)
Circulation rate base (Jan., 1961): 80,000. B&W page—$355. Cost/M: $4.44. Covers India.

28 JAPANESE EDITION (Japanese)
Circulation rate base (Jan., 1959): 360,000. B&W page—$695. Cost/M: $1.93. Covers Japan. Also has circulation of more than 5,000 in Formosa.

29 AUSTRALIAN EDITION (English)
Circulation rate base (May, 1960): 425,000. B&W page—$935. Cost/M: $2.20. Covers Australia.

30 NEW ZEALAND EDITION (English)
Circulation rate base (March, 1961): 90,000. B&W page—$225. Cost/M: $2.50. Covers New Zealand.

31 OVERSEAS MILITARY EDITION (English)
Circulation rate base (March, 1961): 120,000. B&W page—$960. Cost/M: $8.00. Covers mainly American military and civilian personnel around the world.

ALL INTERNATIONAL EDITIONS
Circulation rate base (Jan., 1962): 775,000. B&W page—$8,540. Cost/M: $11.02.

LIFE EN ESPAÑOL (Span.)
Circulation rate base (Jan., 1962): 400,000. B&W page—$3,950. Cost/M: $9.88. Covers all countries listed under 2, 3 and 4.

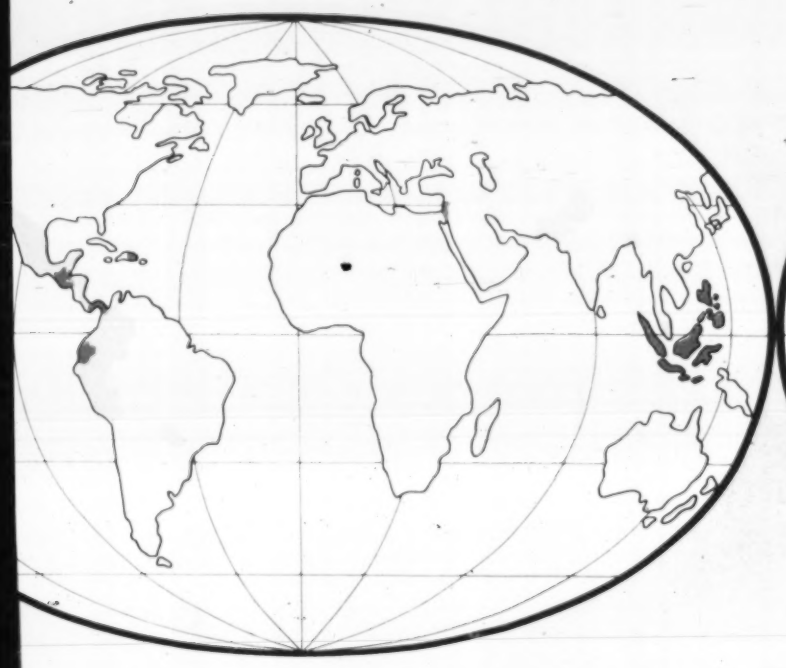
LIFE EN ESPAÑOL—MEXICAN EDITION (Span.)
Circulation rate base (Jan., 1962): 165,000. B&W page—$1,675. Cost/M: $10.15. Covers Mexico.

LIFE EN CARIBBEAN
Circulation r… 1962): 120,0… $1,560. Cost… rected to Cos… can Republic… Guatemala, H… gua, Panama… Rico, Colombi… and Venezuela… lation of mor… Dominican R… mala, Puerto… Ecuador, Peru.

INTERNATIONAL CIRCULATION

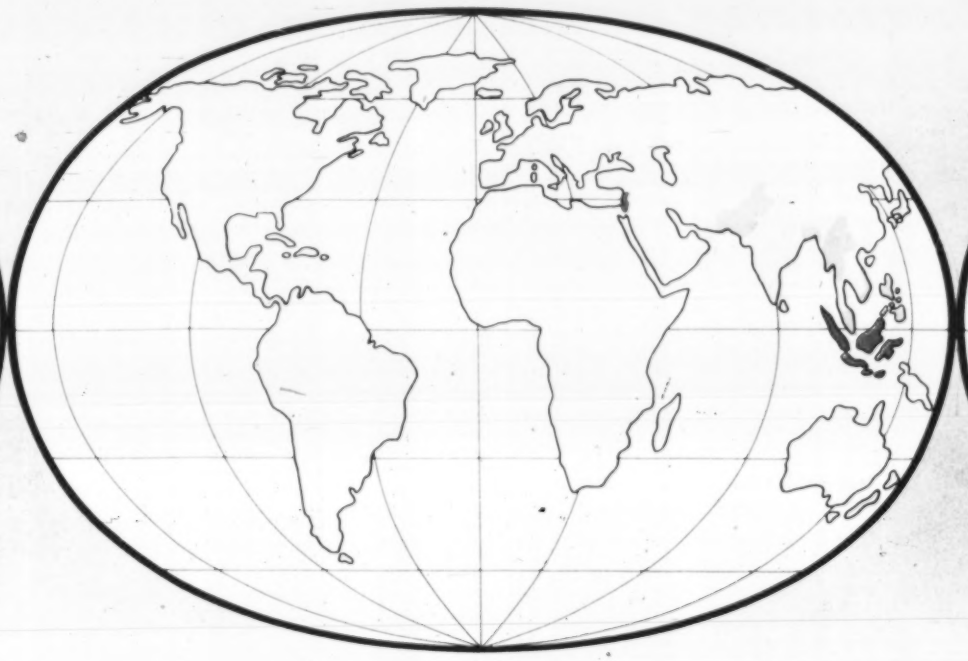
Life

1962 rate base: 775,000



Time

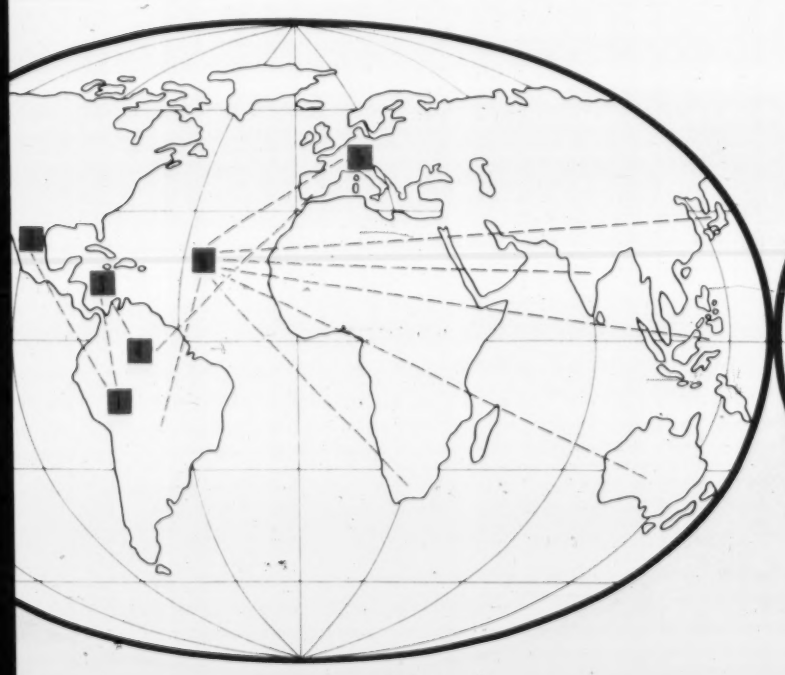
1962 rate base: 660,000



RNATIONAL EDITIONS AND C

Life

6 international editions in 2 languages:
English and Spanish



ÑOL—
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n 5,000 in
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Colombia,
Venezuela.

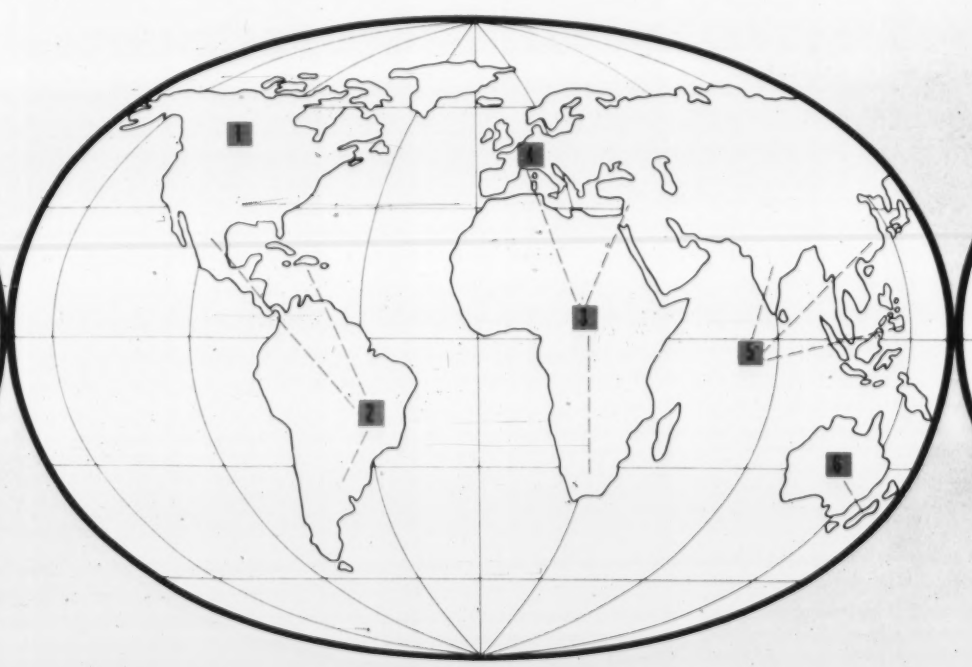
6 LIFE EN ESPAÑOL—EX-MEXICO EDITION (Span.)
Circulation rate base (Jan., 1962): 255,000. B&W page—$2,935. Cost/M: $12.49. Covers the same countries as the Caribbean Edition, plus Chile, Bolivia, Uruguay, Argentina, Brazil and Paraguay. It has a circulation of more than 5,000 in its Caribbean Edition countries and in Argentina, Brazil, Chile, Uruguay and Spain (including possessions).

5 LIFE INTERNATIONAL—EUROPEAN EDITION (Eng.)
Circulation rate base (Jan., 1962): 175,000. B&W page—$2,450. Cost/M: $14.00. Directed to the countries of Continental Europe, the British Isles, Turkey, Israel and Cyprus. It has a circulation of more than 5,000 in United Kingdom, Norway, Sweden, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Switzerland and Israel.

4 LIFE INTERNATIONAL—FULL CIRCULATION (Eng.)
Circulation rate base (Jan., 1962): 375,000. B&W page—$4,590. Cost/M: $12.24. Covers same countries as European Edition and has worldwide distribution. It has a circulation of more than 5,000 in its European Edition countries and in Brazil, Union of South Africa, India, Japan, Malaya and Singapore, Pakistan, Australia, New Zealand and Philippines.

Time

6 international editions in 1 language:
English



ALL INTERNATIONAL EDITIONS
Circulation rate base (Jan., 1962): 660,000. B&W page—all edition rates less 10%.

5 CANADIAN EDITION (Eng.)
Circulation rate base (Jan. 5, 1962): 250,000. B&W page—$2,100 Canadian. Cost/M: $8.40. Covers Canada.

3 LATIN AMERICAN EDITION (English)
Circulation rate base (Jan. 1, 1962): 80,000. B&W page—$1,425. Cost/M: $17.81. Covers Latin America with a circulation of more than 5,000 in Argentina, Brazil, Mexico, Puerto Rico, and Venezuela.

2 AFRICA, MIDDLE-EAST EDITION (English)
Circulation rate base (Jan. 19, 1962): 50,000. B&W page—$950. Cost/M: $19.00. Covers Aden, Afghanistan, Bahrein, Cyprus, U.A.R., Iran, Iraq, Jordan, Kuwait, Lebanon, Saudi-Arabia, Turkey and Africa with a circulation of more than 5,000 in Union of So. Africa.

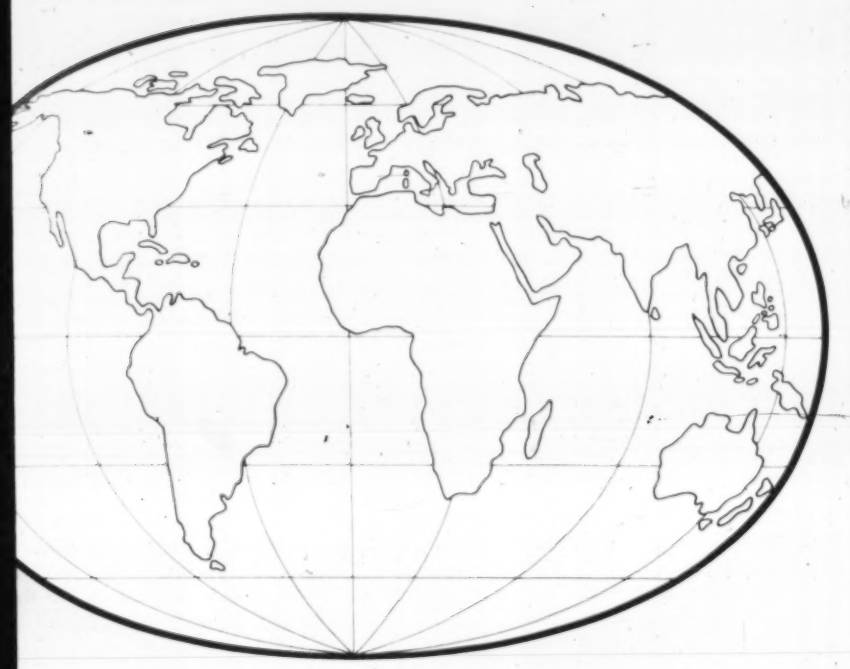
1 ATLANTIC EDITION (English)
Circulation rate base (Jan. 1, 1962): 200,000. B&W page—$2,520. Cost/M: $12.60. Covers Europe and the British Isles with a circulation of more than 5,000 in the British Isles, France, Germany, Italy, the Netherlands, Switzerland, Israel and the Union of South Africa.

6 ASIA EDITION (English)
Circulation rate base (Jan. 1, 1962): 80,000. B&W page—$1,500. Cost/M: $18.75. Covers Asia, excluding the Middle East with a circulation of more than 5,000 in India, Indonesia, Japan, Malaya and Singapore, Pakistan and Philippines.

4 SOUTH PACIFIC EDITION (English)
Circulation rate base (Jan. 2, 1961): 50,000. B&W page—$650. Cost/M: $13.00. Covers the South Pacific with a circulation of more than 5,000 in Australia and New Zealand.

Visión/Visão

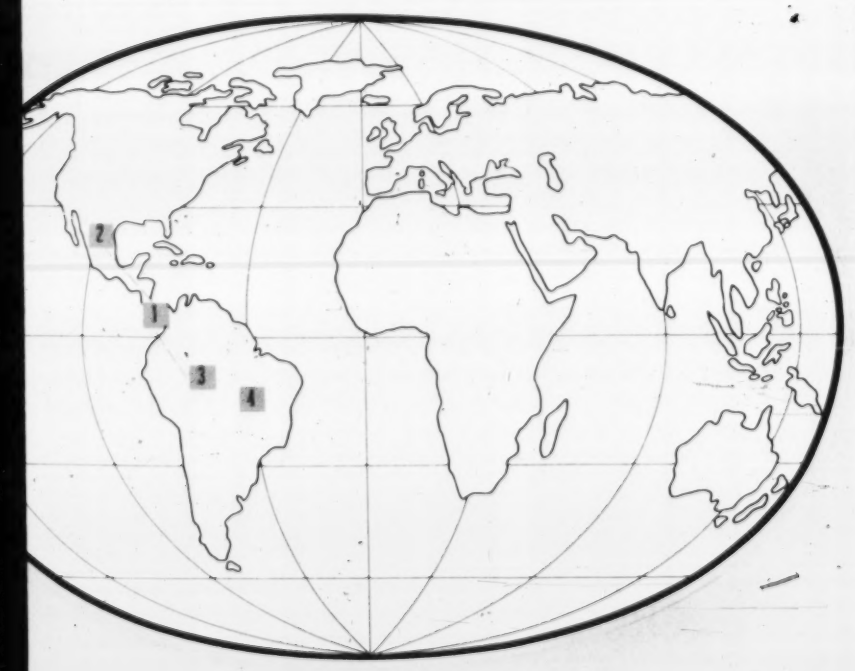
1962 rate base: 195,000



OSTS

Visión/Visão

4 international editions in 2 languages:
Portuguese and Spanish



LL INTERNATIONAL DITIONS
irculation rate base (Jan. 12, 962): 195,000. B&W page— 2,754. Cost/M: $14.12.

1 VISION (Spanish)
irculation rate base (Jan. 12, 962): 140,000. B&W page— 2,130. Cost/M: $15.21. Cov- s all countries listed under and 3.

2 VISIÓN—MEXICAN EDITION (Spanish)
Circulation rate base (Jan. 12, 1962): 44,000. B&W page— $625. Cost/M: $14.20. Covers Mexico.

3 VISIÓN—EX-MEXICO EDITION (Spanish)
Circulation rate base (Jan. 12, 1962): 96,000. B&W page— $1,890. Cost/M: $19.69. Covers Spanish-speaking America excluding Mexico. Has a circulation of more than 5,000 in Argentina, Colombia, Chile, Peru, and Venezuela.

4 VISÃO (Portuguese)
Circulation rate base (Jan. 12, 1962): 55,000. B&W page— $655. Cost/M: $11.91. Covers Brazil.

Results

The facts of international Advertising Dollar Volume

Reader's Digest Edition	1960 Advertising Dollar Volume
Canadian English	$4,802,086
Canadian French	1,369,630
Mexican	917,430
Caribbean*	1,689,001
Chilean	76,025
Southern Hemisphere	169,455
Argentina	436,205
Brazilian	1,418,831
Iberian	386,740
British	2,268,858
Norwegian	253,890
Swedish	522,075
Finnish	140,897
Danish	285,030
Dutch	400,252
Belgian	195,710
German	2,635,216
Austrian	170,725
Swiss German	147,790
Swiss French	68,730
Italian	1,438,393
French	3,622,254
South African	386,130
Arabic	58,985
Indian	234,136
Japanese	352,907
Australian	1,014,826
New Zealand	86,810
Overseas Military	382,160
	$25,971,097

Life Edition	1960 Advertising Dollar Volume
Life En Español Mexican Edition	$ 558,401
Life En Español Caribbean Edition	434,434
Life En Español Hemisphere-Wide Edition plus Ex-Mexico	2,305,664
Life International**	4,886,661
	$8,185,160

Time Edition	1960 Advertising Dollar Volume
Canada	$4,474,884
Latin America	1,586,453
Atlantic†	3,552,852
Pacific††	2,092,398
	$11,706,587

Visión/Visão Edition	1960 Advertising Dollar Volume
Mexican	$ 128,439
Ex-Mexican and full Spanish language circulation	2,151,595
Visão	1,639,635
	$3,919,669

*Separate Caribbean No. 2 and Puerto Rico editions (part of Caribbean No. 1 area) not offered until 1961.

**Separate European Ed. of Life International did not start until 1961.

†Africa-Middle East Edition (covering part of Atlantic area) not offered until 1962.

††Now divided into Asia and South Pacific editions.

SOURCE: Reader's Digest—Rome Research; Time Canada—Magazine Advertising Bureau of Canada (whose figure of $4,339,492 in Canadian currency has been adjusted to U.S. dollars at the Federal Reserve 1960 average conversion rate); Others—Rome Reports.

Turn to the facts

Turn to Reader's Digest for all these advantages

Eleven times as many magazine buyers

The Digest's circulation of over nine million outside the U.S. is over 11 times that of any other international magazine. It puts you far ahead in virtually every market.

The largest total audience

There are more than 38 million Digest readers outside the U.S.

Largest quality audience

The Digest reaches more than 2,700,000 business executives outside the U.S., more than 3,500,000 car-owning families.

Exceptional cost efficiency

The cost per 1,000 circulation (or per 1,000 executives or car owners) is a fraction of that of other international publications. It is also competitive with the most efficient local magazines.

Local-language medium, locally edited

The 31 International Editions of the Digest are published in 13 languages. Articles are translated in accordance with local tastes. So each edition gets a warm welcome . . . and often outsells *any other* magazine in its coverage area.

Market-by-market flexibility

You can use as many as 34 different presentations in different markets—and also fit your coverage area to your exact needs.

Simplified production

You can get coverage comparable to a combination of many local magazines . . . yet avoid many problems in resizing and multiple color separations. And the Digest offers consistent, high-quality production standards around the world.

Extra *chances-to-sell*

Because each Digest issue is read repeatedly, a single advertisement is seen *more than once* by millions of readers.

For further information about the International Editions of the Digest, phone or write Reader's Digest at any of these addresses:

New York 17, N. Y.
270 Park Avenue YUkon 6-2000

Philadelphia-Camden
519 Federal Street, Camden 3, N. J.
WOodlawn 4-7695
WAlnut 3-0375 (Phila.)

Chicago 1, Ill.
Prudential Plaza WHitehall 4-2544

Detroit 2, Mich.
410 New Center Bldg. TRinity 5-9600

Minneapolis-St. Paul, Minn.
1708 First National Bank Bldg.
Minneapolis 2, Minn. FEderal 2-6489

Los Angeles 48, Calif.
6505 Wilshire Blvd. OLive 3-0380

San Francisco 4, Calif.
235 Montgomery Street EXbrook 2-3057

People have faith in

Reader's Digest

PREFERRED READING

with men who make industrial advertising

says **KIRK McVOY**
President
Colle & McVoy Advertising Agency, Inc.

"We are proud of our industrial clients. They manufacture products for almost every segment of our economy from computers for the aerospace field to heavy road machinery; from industrial motors and generators to floor maintenance equipment . . . and the list goes on and on. Since we constantly work with industrial markets, it is only natural that Industrial Marketing is 'must' reading for our people."

Mr. McVoy got his start in the communications field as a reporter for the Seattle Post-Intelligencer and the old Minneapolis Journal. He left newspapering to sell printing for the Bureau of Engraving in Minneapolis. In 1935, he joined Alfred Colle, who had just founded Alfred Colle Co., an industrial advertising agency. The name of the firm was changed to Colle & McVoy Advertising Agency, Inc., in 1959 and, in 1961, Mr. McVoy assumed the presidency as Mr. Colle was elected chairman of the board. Headquartered in Minneapolis, Colle & McVoy serves a variety of industrial and consumer accounts, and during 1961 will place more than $1,000,000 in business publications alone. Among the agency's industrial clients are Marquette Manufacturing Co.; Multi-Clean Products; Pioneer Engineering; Standard Conveyor Co.; G. H. Tennant Co.; and the Military Division of Remington Rand's Univac Division.

says **G. HARVEY PORTER**
Advertising Manager
The Black & Decker Manufacturing Company

"I consider Industrial Marketing a primary source for ideas and for background material which can contribute to solutions required in our everyday operations. IM always has some stimulating subjects . . . ideas that parallel something that we are doing or plan to do . . . and most important, it has a very practical 'how to' approach."

Though he now is responsible for the advertising and sales promotion of all divisions of The Black & Decker Manufacturing Company, Mr. Porter was a newcomer to advertising as recently as 1955 when he was transferred to the company's advertising department. He had joined Black & Decker, makers of power tools, as an administrative assistant in the sales manager's office in 1952, and prior to his switch to advertising worked for a year in the market research department. His earlier business experience included property management for a real estate firm and customer relations work for a utility company. Mr. Porter (in his present post since 1959) currently directs an ad program which devotes more than $300,000 to the business press. Among his professional affiliations are the Association of National Advertisers; the Association of Industrial Advertisers; and the Automotive Advertisers Council, on whose board of directors he now serves.

says **RAYMOND F. BURKE**
Advertising Manager, Alemite and Instrument Divisions
Stewart-Warner Corporation

"Any business concern must show growth in its marketing and advertising programs in direct proportion to the broadening of its product lines. To achieve this, our advertising group here relies heavily on Industrial Marketing. It serves a unique purpose because within its pages we invariably find a wide range of ideas, data and current developments we can put to work in our own assignments."

"I got a B.S. degree in advertising at the University of Illinois in 1935 and have been chipping away at it ever since," Mr. Burke reports, adding that his earlier advertising assignments were at Marshall Field and Company, Wholesale; U.S. Gypsum Company; and F. W. Dodge Corporation. Mr. Burke joined the Stewart-Warner Corporation after four years in the army during World War II. Most of the time until January, 1960, when he assumed his present position, was spent on industrial advertising and promotion. He now has responsibility for consumer advertising for S-W automotive chemicals as well as for the trade advertising of the Alemite and Instrument divisions, which manufacture a wide range of products for the automotive and general industrial fields. Mr. Burke says that trade advertising under his jurisdiction "is upward of $300,000 in fifty or more publications."

INDUSTRIAL MARKETING
SELLING AND ADVERTISING TO BUSINESS AND INDUSTRY

IM

200 EAST ILLINOIS ST. • CHICAGO 11, ILL.
630 THIRD AVE. • NEW YORK 17, N.Y.
ABP ABC NBP *1 Year (13 issues) $3*

Dull, Ineffective Ads Often Justified as 'Educational': Hill

CHICAGO, Sept. 26—Because advertising people frequently relate their work to the public welfare, they have a greater responsibility as an occupational group to be ethical, an agency president told the Women's Advertising Club of Chicago last week.

Ivan Hill, president of Hill, Rogers, Mason & Scott, added that more often than not, much "plain, dull and ineffective advertising is justified on the basis that it's educational or good."

Mr. Hill believes that "even with all its limitations, adulterated excellence in advertising is preferred to unadulterated junk."

"One of the problems in the entire advertising business," Mr. Hill said, "is that we have too many people in advertising who do not actually believe in the social, economic and political justification of advertising. And hardly anyone contributes less to society than a cynical generalist, unless it's a cynical journalist."

■ He posed the question, "How can you be dramatically creative and ethical, too?" He said the answer is to have clients with products that make consumers better off and happier.

Bad advertising, he asserted, is a natural consequence of bad products—products that have marginal competitive quality and questionable social benefits. But he qualified this statement by saying that often a wide margin of profit and broad market exists for marginally beneficial products.

Mr. Hill also advised the adwomen that being honest doesn't mean one "has to be dull—and you don't have to stretch truth or deny beauty to get attention.

"The dramatically creative advertisement is not an exercise in art, but is art effectively used to attract the consumer and convey the creator's knowledgeable faith in the value of the product," he said.

■ Mr. Hill said that one of advertising's prime tasks is to differentiate products on a basis other than price. He stressed that if both manufacturers and agencies are going to stand on principles, they must have an excellent product. To have such a product, he said, "requires product differences and product advantages, backed by exhaustive effort; otherwise you become subject to excessive demands for discounts and deals."

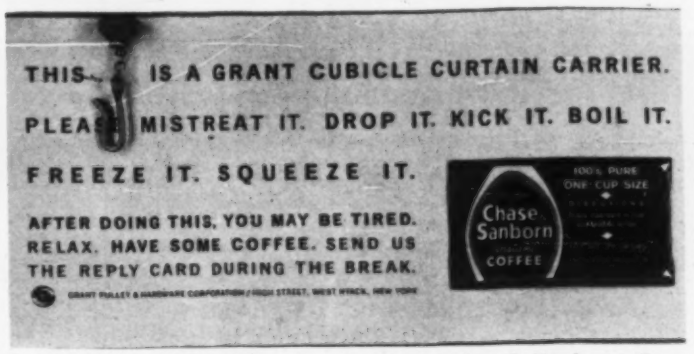
He also suggested as a project for the Women's Advertising Club or other advertising clubs, the task of "formally studying advertising's relationship to freedom in America." Mr. Hill said, "Perhaps we need more work in the area of research on the role of advertising in today's and tomorrow's democracy than we do in public relations." #

Publisher Boosts Shattuck

Industrial Publishing Corp., Cleveland, has appointed Robert Shattuck general manager of *Hydraulics & Pneumatics*, a new post. Mr. Shattuck was formerly business manager.

Croft Joins Union Switch

Union Switch & Signal division of Westinghouse Air Brake Co., Swissvale, Pa., has appointed J. C. Croft Jr. vp-marketing. Mr. Croft was formerly with General Precision Equipment Corp.


THIS IS A GRANT CUBICLE CURTAIN CARRIER.
PLEASE MISTREAT IT. DROP IT. KICK IT. BOIL IT.
FREEZE IT. SQUEEZE IT.
AFTER DOING THIS, YOU MAY BE TIRED.
RELAX. HAVE SOME COFFEE. SEND US
THE REPLY CARD DURING THE BREAK.
Chase Sanborn
COFFEE

INVITES ABUSE—*This mailing piece by Grant Pulley & Hardware Corp. invited hospital administrators to abuse the product, use the tipped-on instant coffee when they tire.*

Ad Engineers Sues Nine

A suit for $1,200,000 has been filed in superior court, Los Angeles, by Advertising Engineers Corp. against nine defendants: America Corp., Motion Pictures Investors Inc., Sutton Pictures Corp., Pathe-Alpha Finance Co., Pathe America Distributing Co., Pathe Laboratories, Producers & Distributors Finance Co., Republic Pictures Corp. and Theater Owners of America. The suit alleged that the defendants failed to compensate the plaintiff for services rendered in connection with the distribution of several motion pictures. Ad Engineers is a company specializing in film advertising and promotion.

Tele-Service Names Ross

U.S. Tele-Service Corp., New York, has retained Wallace A. Ross, director of the American TV Commercials Festival and film industry consultant, in an advisory capacity. This company supplies Photo-Scripts of tv commercials taken off-the-air, or off tapes or films. Mr. Ross' assignment is to develop new uses for Photo-Scripts in merchandising or research.

THE HAMMOND TIMES
delivers
LOCAL SALES IMPACT
in the West Half of the Nation's 50th LARGEST Standard Metropolitan Area!
HAMMOND - E. CHICAGO
(Lake County, Ind.)
A.B.C. City Zone Population Now Over 259,400!
(1960 U.S. Census)

Why settle for half?

YOU NEED ALL OF GEORGIA, TOO!

Do business with half a telephone? Obviously not. Reach all of booming Georgia with *one* newspaper buy? Equally impossible, for no one paper covers more than half of the state's population. But with two orders—Atlanta *and* the Georgia Group—you now can get effective coverage in the areas containing 85% of Georgia's people and 87% of its spendable income. You'll blanket a *must* market growing faster than the national average. The powerful Augusta, Columbus, Macon and Savannah newspapers average better than 50% coverage in a 90-county area stretching from Alabama to South Carolina—*a penetration that cannot be attained with any single newspaper.*

THE MAP TELLS THE STOI Y

Capture this vital missing half by using the Georgia Group. This highly efficient four-in-one package buy is yours with 1 order, 1 bill, 1 check — and up to 13% savings on 10,000 lines or more. Call the Branham man for details.

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News
SAVANNAH News and Press

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Engineering School Buys WXYZ Space Series

Electronics Institute of Technology, a Detroit engineering school, has started sponsoring "Out There: Detroit in the Age of Space" as a weekly attraction on WXYZ, Detroit. Time for the 13-week series of documentaries was bought through Werner-Sawyer, Detroit.

The school will use its commercial time to point out the need for trained men to serve as electronics engineers in the fast moving "Age of Space." Jack Powers of the WXYZ public affairs department will build this series around four major parts: Men and minds, men and machines, men in movement, and men and the moon.

Looking For a JOB?

try the "position wanted" column of Advertising Age's "The Advertising Market Place"

Kellogg Joins Hawthorn

Stewart Kellogg, who formerly handled promotion assignments for the American Geographical Society, has been named advertising and promotion manager of Hawthorn Books, New York, wholly owned subsidiary of Prentice-Hall. Mr. Kellogg replaces Kenneth T. Hurst, who has joined Prentice-Hall International, Englewood Cliffs, N. J., to "launch and direct a new publishing operation" which will be announced "in a few months." William Gerald Pipes, previously a copywriter with Prentice-Hall's business and professional books division, has been appointed to the new post of assistant advertising and promotion manager of Hawthorn Books. Ruth Brengel, formerly with Prentice-Hall's editorial and trade sales departments, has been named assistant to Mr. Kellogg.

MISSILE OR METEOR?—*This two-color ad for General Motors' Defense Systems division is part of the unit's business publications ad program.*

GM Drive Promotes Defense Systems Unit

DETROIT, Sept. 26—General Motors' new Defense Systems division, organized in 1959, is launching an advertising program designed to tell about its capabilities in the nation's defense and space programs, and also to attract top level scientific and technological personnel during future expansion.

The division is concerned entirely with research, rather than manufacturing, and collaborates with other GM divisions in planning and developing defense projects based on future needs and objectives of the government.

The ad program over the coming year will include full-page ads in *Air Force & Space Digest, American Scientist, Army Astronautics, Aviation Editor & Publisher, Fortune, Missiles & Rockets, Ordnance Magazine, Proceedings of the IRE, Scientific American, Time Undersea Technology* and *U.S. Naval Institute Proceedings.*

D. P. Brother & Co. is the agency. #

'Argosy' Restores Ad Rates

Argosy will raise its rates effective with the March, 1962, issue. A one-time b&w page will go from $4,800 to $5,600, and a four-color page from $6,725 to $7,840. These are the same rates *Argosy* had in effect during 1959 and 1960; they were lowered with the January, 1961, issue. The same month *Argosy* raised its cover price from 35¢ to 50¢ and lowered its circulation base from 1,400,000 to 1,200,000. The base will remain intact when the old rates are reinstated. *Argosy* also reported that its pages for the first 11 months of 1960 increased 12%, from 232 to 259, over the comparable period last year.

Three vital dimensions of any sales campaign are research, presentation and distribution. The correct utilization of these components, however, demands another dimension, that is, a natural familiarity with the market. At Dentsu, familiarity breeds content.

DENTSU ADVERTISING LTD.

Head Office: Nishi-Ginza, Tokyo, Japan Cables: "DENTSU TOKYO"
New York Office: Time & Life Bldg., Rockefeller Center, New York 20, N. Y., U. S. A.
Representatives: Chicago, Los Angeles, San Francisco, Honolulu, Okinawa, Taipei

50% MORE READERS
for your highway signs

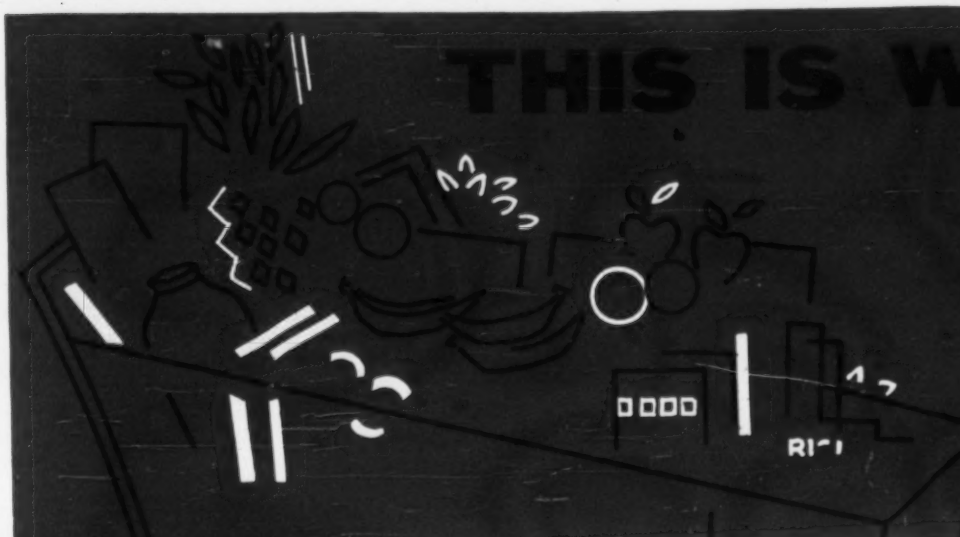
"Codit" Reflective Liquid gives your highway "tacker" signs the power to impress motorists at night—without the cost of lights! Signs reflect light from oncoming cars. You get 50% more readers than with daytime-only signs, because ⅓ of all traffic travels after dark.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

THIS IS WORCESTER....



1st in New England in Retail Grocery Linage*

	Editions			
	Morning	Evening	Sunday	Total of M.E. & S. Editions
Worcester Telegram-Gazette	1,598,345	1,736,319	118,825	3,453,489
Waterbury Republican-American	1,598,320	1,598,320	96,265	3,292,905
Meriden Record-Journal	1,503,025	1,503,025		3,006,050
Boston Herald-Trav.	1,241,880	1,349,336	148,539	2,739,755
Boston Globe	1,195,063	1,316,195	143,226	2,654,484
Providence Journal-Bulletin	665,069	1,589,649	136,612	2,391,330
New Haven Reg.-Journal-Courier	554,076	1,772,184	66,093	2,382,353
Hartford Times		1,658,163		1,658,163
Lowell Sun		1,339,357	39,360	1,378,717
Lawrence Eagle-Tribune		1,356,900		1,356,900
Bangor News	1,317,608			1,317,608
Fall River Herald News		1,252,787		1,252,787
Boston Record American-Adv.	579,368	602,311	42,824	1,224,503
New London Day		1,125,420		1,125,420
Manchester Union Leader-News		1,018,598	81,802	1,100,400
Pawtucket Times		1,061,677		1,061,677
Haverhill Gazette		924,204		924,204
Hartford Courant	730,615		73,752	804,367
Haverhill Journal		790,650		790,650
Lynn Item		650,045		650,045

Worcester is one of the strongest INDEPENDENT grocery store markets in the country, with 65% of grocery sales made in independently owned stores.

Yet even more important — most wholesaling is done in Boston or Providence where major chains do their buying and where individual products are credited, so that Worcester does not receive full credit for its true volume of grocery sales.

This greatly distorts the "true" Worcester picture and tends to inflate Boston and Providence.

In spite of this, the fact is documented that the Worcester newspapers carry more Retail Grocery Linage than any other New England newspaper.

*Source: Media Records Inc., 1960

Worcester stands for big business, yours included

* Source: Media Records Inc. 1960
† Source: Sales Management, 1960

CIRCULATION: DAILY 151,465 — SUNDAY 102,352

The Moloney, Regan & Schmitt representative knows Worcester.

WORCESTER TELEGRAM | SUNDAY TELEGRAM

The Evening Gazette

Owners of Radio Stations WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS

Courtaulds Promotes Rodgers

Charles E. Rodgers Jr. has been appointed director of merchandising of Courtaulds (Alabama) Inc., New York, in addition to his present duties as special assistant to the president, handling the exploration of new fiber possibilities. His new responsibilities will include advertising, sales promotion, market development, retail and consumer educational programs, corporate publicity and pr. He succeeds Homer Carter, who is now merchandising imported Courtelle products.

Looking For HELP?

try the "help wanted" columns of Advertising Age's "The Advertising Market Place"

Banker Is Friendly Guy, Foundation's $1,250,000 Push Says

PHILADELPHIA, Sept. 26—The Foundation for Commercial Banks, a non-profit organization dedicated to increasing bank traffic, will spend $1,250,000 in the next year in a doubled advertising program aimed at showing that the banker is "a friendly guy" (AA, Sept. 25).

The foundation was started in 1958, with an initial advertising budget of $350,000, based on $5 per $1,000,000 of deposits from member banks. The next year the foundation raised $550,000, as more banks joined up, and last year the foundation increased its spending to $625,000. In the fiscal year of 1961-'62, contributions were doubled to $10 per $1,000,000 of deposits, and a commissionable advertising outlay of $1,250,000 was set. Nearly 6,000 commercial banks, with more than 70% of total commercial bank deposits, chipped in for the new campaign.

■ Foundation ads will appear nearly every other week in either *Life* or *The Saturday Evening Post*. In addition to page ads in the two magazines, the foundation has prepared a complete merchandising kit, composed of ad mats, radio scripts, counter cards, envelope stuffers and postage meter slugs.

Early in 1962, the foundation plans to run, either in *Life* or the *Post*, a tear-out 12-page booklet, backed by a spread, explaining the range of services offered by commercial banks. About 10,000,000 extra copies of the booklets will be run off for counter displays and mailings.

The foundation ads play up the full range of services available at commercial banks. "Only a full-service bank offers you all this: A checking account, a savings account, all kinds of loans and financial counseling that has depth and thoroughness," copy proclaims. Ads show people traveling, stepping out of a new car, sending their children off to college, moving to larger business quarters—all made possible through "full bank service."

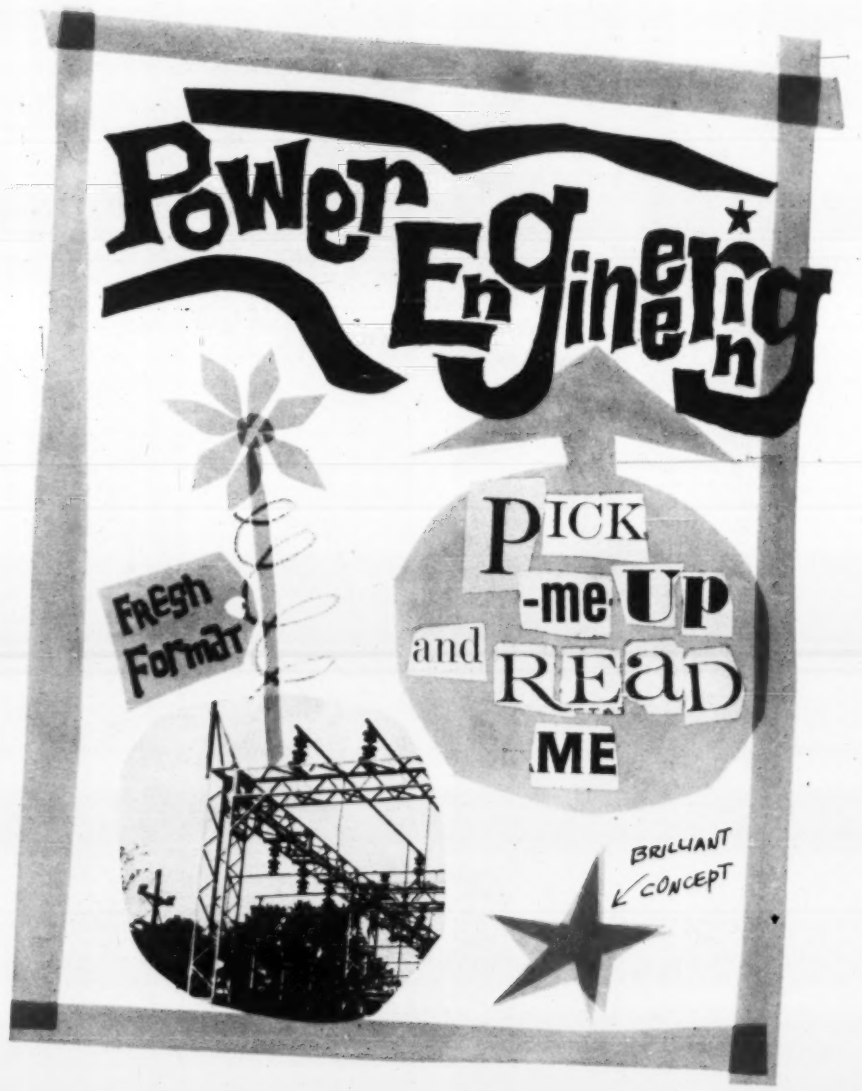
J. Walter Thompson Co., New York, is the agency. #

FREE*
1 BOTTLE OF OCEAN SPRAY CRANBERRY JUICE COCKTAIL!
* JUST SEND IN ONE LABEL FROM OCEAN SPRAY CRANBERRY JUICE COCKTAIL AND WE'LL SEND YOU A COUPON GOOD FOR 1 BOTTLE (SAME SIZE) FREE!!!!
Ocean Spray
cranberry juice cocktail

TEST EXPANDED—*Ocean Spray Cranberries has completed a test in Philadelphia that it says "doubled sales of the bottled juice." The media path—radio jingles and newspaper ads—is being followed in 10 other markets. Batten, Barton, Durstine & Osborn, New York, is handling.*

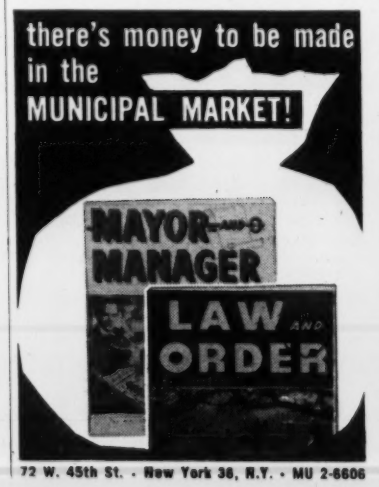
Forjoe Names Stricklin

Robert L. Stricklin, formerly with the Kenyon Brown Stations, San Diego, has been named manager of the western sales division of Forjoe & Co., radio-tv station representative. His office will be in Los Angeles. Mr. Stricklin replaces Joe Rolfe, who has resigned.



...the art director blew his stack

No, this isn't our new cover. But it kind of points up our thinking. And it did the art director worlds of good. So he went back and did a great one. And another. And another and another. (June, July, August, September) Wait till you see October! Also, we slicked up the editorial format a bit. Better pictures. Nicer type. Neater captions. Functional color. A better environment, we think. A more exciting atmosphere for your advertising. After all, it's an exciting market—the one covered by **Power Engineering.**



ARE YOU REACHING THIS UNIQUE MARKET?

Living Leads The Field In Home Buying Families

Young families buy 69% of all homes sold.* And a greater share of these primary prospects for *all* basic home needs take their lead from Living than from any other magazine in the field.

Emphasis makes the difference. Living accentuates the natural desire to own a home, approaching every feature from the viewpoint of young families with children. How to buy or build to meet today's needs, tomorrow's expansion. How to select home furnishings, equip and accessorize. Castles in the air are left to others. Living concentrates on livable homes, obtainable results—and more of them. In the first eight months of this year sixty two percent of Living's pages were devoted to home furnishing and building... a greater share than any other national consumer magazine.**

Young families respond to this specialized approach. That's why it *pays* to advertise in Living. This unique home magazine goes direct to young families, reaches an audience buying and furnishing homes at three times the national average. Living consistently tops all magazines in share of audience who are home buyers... and nearly every other category of home goods. And cost-per-thousand home buyers in Living is actually less than in either of the two largest mass weeklies!***

THE TIME OF PURCHASE MAGAZINE

LIVING

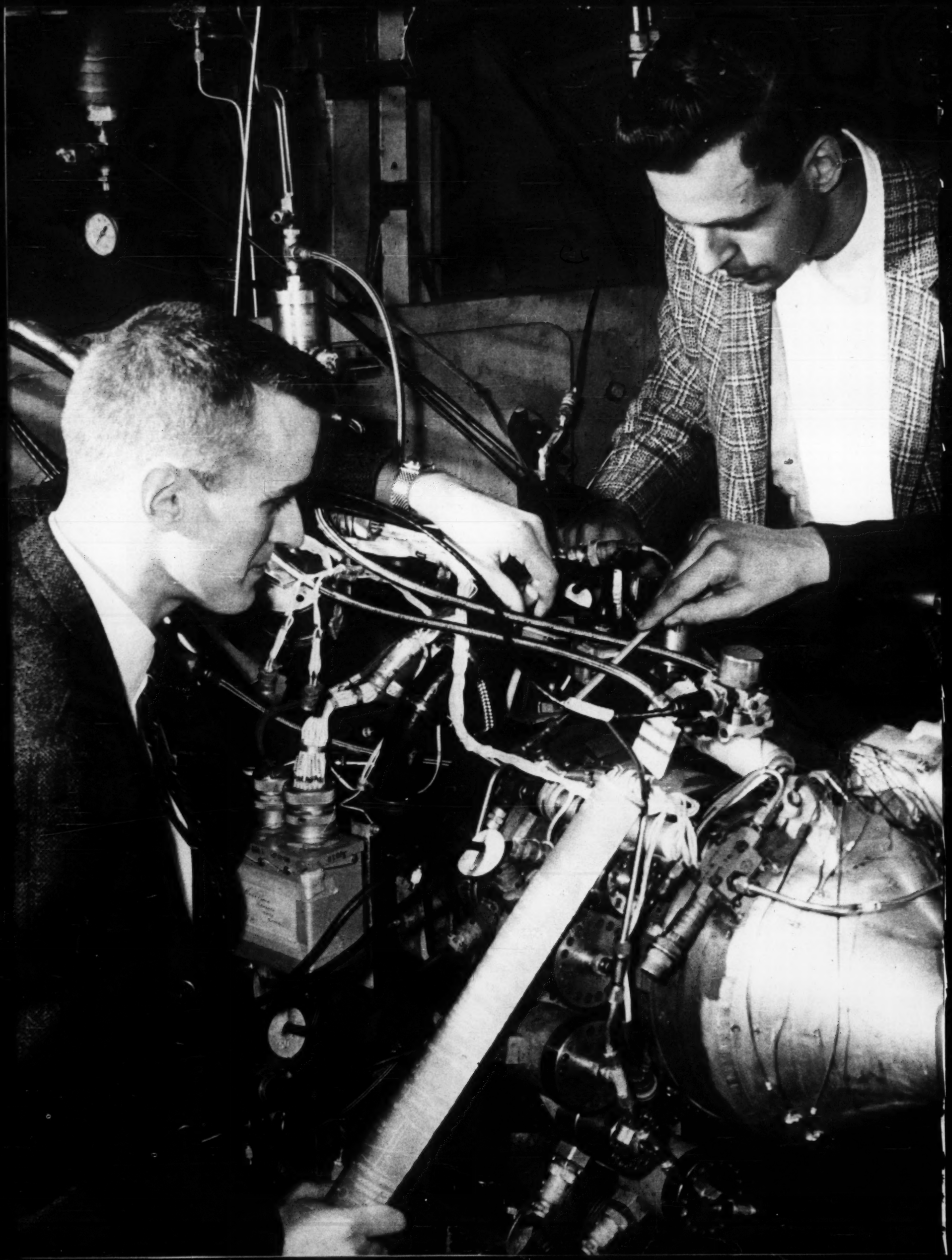
FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION

575 MADISON AVENUE, NEW YORK 22, NEW YORK

*Department of Commerce **Lloyd Hall ***Starch Consumer Magazine Report

Recognize your Living salesmen? Four are shown here. All are ready to roll up their sleeves and go to work for you, helping you to sell.



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aerospace market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week
and *Space Technology*

A McGraw-Hill Publication. 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 81,927

Rocket Engine Test—Bell Aerosystems

Why Catholic Management Journal?

1. More than 42,000,000 Catholics make up the separate and distinct Catholic institutional market. Expenditures for the construction and maintenance of Catholic churches, schools, hospitals and protective institutions run into billions of dollars annually.

2. Catholic Management Journal provides the Catholic manager with administrative counsel in all areas related to efficient day-to-day operation of Catholic institutions.

3. Catholic Management Journal reaches key administrators in all parishes, schools and other institutions with known buying power. Surveys indicate better than 90% readership for the Journal's circulation in excess of 21,000.

SEND TODAY FOR MARKET INFORMATION AND SAMPLE COPY

CATHOLIC MANAGEMENT JOURNAL
400 North Broadway • Milwaukee 1, Wisconsin

REVERSE CLICHE—*This dealer-participation 24-sheet emphasizes Chrysler import's quiet operation, presumably to sell against import competition not noted for low-decibel operation.*

Simca Splits '62 Ads 60-40 Between Magazines, Co-Op

DETROIT, Sept. 26—Chrysler's Simca will launch its 1962 model season in the U. S. tomorrow with its "largest advertising budget" since 1959. B&w spreads will announce the car this week in *The New Yorker, Sports Illustrated* and *Time*.

Simca will spend more than 60% of its total 1962 budget in magazines. The complete list for the year includes the three announcement magazines, plus *Car & Driver, Harper's Atlantic, Playboy, Road & Truck*, and *Sunset Magazine*. Followup ads will be pages and one-third pages.

The balance of the budget will go into local-level and dealer cooperative ad programs directed from Detroit. These will include materials for newspapers, radio, tv and outdoor.

Highlight of the Simca advertising is the Simca '5' with a main bearing crankshaft and a new 65 hp engine. Simca ads will urge test driving.

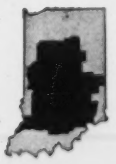
Peter Nunez, general sales manager for U.S. Simca Sales, Chrysler export-import division, predicts an import market of about 300,000 units in 1962 and 1963. Import sales have dropped from a peak in 1959 of about 614,000 units to about 500,000 in 1960, and are expected to drop to 370,000 for 1961. Mr. Nunez believes the import market will level off in '62.

Simca also is planning its "largest ad budget ever" for Canada, where the car is slated for October introduction. Media plans still are in the formative stage.

Richard N. Meltzer Advertising is the agency. #

They're in...in Indiana with The STAR and The NEWS

Morning & Sunday Evening



The best selling gasoline and oil brands get a lot of "mileage" out of their ads in The Star and The News.

With 52.8% coverage of Central Indiana's 45-county, $4.3 billion market area they get the major share of $206 million dollars in annual service station sales.*

Star-News selling power can create brand preference for *your* products, too . . . at lowest dollar cost!

*Figures for the year of 1960—a $7 million increase over 1959.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company, National Representatives

Ads Must Be More Efficient to Sustain Economy, Storer Says

SEATTLE, Sept. 26—Advertising in the next decade must become "more efficient and more effective" in order to sustain the economy of the country, Peter Storer, president, Storer Television Sales Corp., New York, told the Seattle Advertising Club last week.

Summing up, Mr. Storer said: "In the whole area of advertising—though in some ways we are considered on the outcast side—we are going to be far more important to the U.S. and its living standards in the next 10 years than many, many people realize. We are going to have to keep the turnover, the merchandise, moving at a very substantial rate to keep our economy going."

The coming 10 years, Mr. Storer added, "will be a real test for the marketing group—all media, all agencies, virtually all advertisers, and all sales people." He stressed that unless advertising can find the means of increasing efficiency in the face of rising costs, the economy will slow down.

He added, "Basically the tremendous gravy train that we have been riding on since 1948-'49 is beginning to slow down." #

Rich Joins Bulova Watch

Harold E. Rich, formerly director of marketing and sales management of West Coast Mfg. Co., has been named manager of the new Caravelle division of Bulova Watch Co. The division will introduce a line of economy-priced jeweled watches under the Caravelle trademark.

IN HOUSTON...

It Takes The Evening Newspaper
To Reach And Sell

HOUSEWIVES

57%

OF HOUSTON'S NEWSPAPER READING HOUSEWIVES HAVE MORE TIME TO READ A NEWSPAPER IN THE EVENING!

Time Preference	Newspaper Households
Evening	57%
Evening-Morning	12%
Morning	24%
Don't Know	7%
Total	100%

Source: Belden Associates, Newspaper Households, Houston City Zone, 1961.

Food Product Advertisers
Who Choose One Newspaper

EXCLUSIVELY

Overwhelmingly Prefer
The Chronicle

EXCLUSIVE FOOD PRODUCT ADVERTISERS

EXCLUSIVE FOOD PRODUCT LINAGE

The Chronicle Carries More EXCLUSIVE Food Product Advertising Than Both Other Houston Newspapers Combined!

Source: Media Records, First Six Months, 1961.

Houston Is An Evening Newspaper Market . . . And *The* Evening Newspaper In Houston Is The Chronicle!

THE HOUSTON CHRONICLE

Member The TEXAS GROUP

Read By More Houstonians Than Any Other Newspaper

In Houston, The Chronicle Is Your Must Buy!

The Branham Company — National Representatives

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

The industrial city of Quincy, center of a rich agricultural, grain, dairy, and stock-raising section. 19 counties of west-central Illinois, northeast Missouri, southwest Iowa. Hub of 330,000 retail market area. Important wholesale distribution point. Excellent merchandising support of national schedules.

ONE NEWSPAPER WIDE

Member St. Louis and Illinois Interurbia Group.

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

S&H Pushes Stamp Use in Industrial Incentive Plans

NEW YORK, Sept. 26—S&H trading stamps will invade the sales and industrial incentive fields this fall, Sperry & Hutchinson Co. announced last week.

The "largest and only nationwide" trading stamp company has scheduled a sales drive for this month aimed at manufacturers and sales organizations in the Northeast. The push will be extended to other regions later this fall and is expected soon to be nationwide, the company said. Mail will be used at this stage, S&H said; the company is contemplating possible use of business papers later.

Edwin J. Beinecke Jr., vp, said his company has been test-marketing S&H Green Stamps in a variety of incentive uses since October, 1960, when the stamps were used by Lincoln-Mercury dealers.

Companies now using S&H stamps as safety or suggestion incentives, he said, include Dow Chemical, Lukens Steel, Mason-Dixon Truck Lines, Monsanto Chemical and West Virginia Pulp & Paper. The stamps are being used as sales incentives by Bell & Howell, Fuller Brush, GE, Hamilton-Cosco, Lincoln-Mercury, RCA and Singer Sewing Machine.

■ Incentive stamp plans work much like premium incentive plans, Mr. Beinecke said, with several strong arguments in favor of stamps. "Stamp plans have greater acceptance, usually offer a quicker availability of merchandise and allow a visual and physical display of the items," he said. "They need less administration than conventional premium plans, and can be used in collector books with stamps acquired through retail outlets."

He predicted expansion of the "internal incentive market" from its present estimated $200,000,000 annually, due to the entry of trading stamps into this field.

S&H stamps used in these programs will be redeemable for the 1,700 items which S&H will redeem at its 800 redemption centers.

The Sperry & Hutchinson vp says half of all U.S. families save its stamps. The company reports it issues stamps through more than 90,000 retail stores. #

CHRISTMAS DISPLAY—*W. A. Sheaffer Pen Co. will use this window display during Christmas. The display is set off by small lamps of four different colors reflected through star-shaped openings. The centerpiece and small units fold down to parcel post shipping dimensions.*

Henry Luce III Adds Post

Henry Luce III has been appointed circulation director of *Fortune* and *Architectural Forum*. Mr. Luce also will continue as assistant to the publisher of *Fortune* in charge of special projects. He succeeds Marjorie Dyer, who has resigned to join American Heritage Publishing Co.

What's that EXPLOSIVE SALES story again!

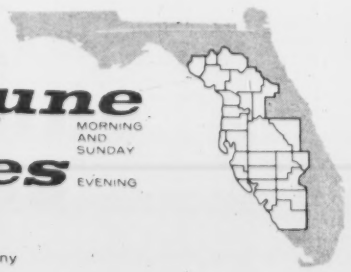
Simply this: The Tampa Tribune and Tampa Times low-cost combination delivers merchandisable* average daily household coverage in 18 Key Cities in West Coast and Central Florida. For instance: Tampa — Florida's second market — 100%; Brooksville, Dade City, Lake Wales, Sebring, Wauchula and Winter Haven — 100%; Plant City — 98%; Avon Park — 91%; Bartow — 80%; Arcadia — 79%; Lakeland — 56%; Bradenton — 49%; Clearwater — 40%; Okeechobee — 38%; Ocala — 37%; Sarasota — 29%; Gainesville — 20%.

Plus 42% average daily household coverage of our 25 county home delivery area.

That's real sales dynamite! Put it to work for you. Get top coverage! **Include Tampa T'n T in your TOP SCHEDULES!**

**20% — 100% average daily household coverage. Households, 1960 U.S. Census: Circulation, ABC — 3/31/61.*

THE Tampa Tribune 'n Times — MORNING AND SUNDAY — EVENING



Represented Nationally by Sawyer-Ferguson-Walker Company

95 Men in Search of an Opportunity

A recent help wanted ad for an industrial advertising manager in Ad Age's classified ad pages—"The Advertising Market Place"—produced 95 inquiries—a cost of 60 cents per inquiry. This is typical of Ad Age's classified ad pulling power. Whether you're selling yourself, a job, a house in Connecticut or Illinois—AA's classified ads will produce results every time. This is the meeting place for advertising/marketing men in search of opportunities. And they know the advertising value of Ad Age—that's why they depend on it to sell their talents or to find an employe.

Next time you want help—help wanted, position wanted—or want to reach thousands of readers with a miscellaneous classified message, try Ad Age's "Advertising Market Place." The rates are low—the results are high!

NOW DOES IT SAY SUCCESS TO YOU? You're looking at the new symbol of the most successful spot radio plan in advertising history. Why most successful? Because it has never failed to meet the sales goals of its users.* Through the Blair Group Plan you can reach over 80% of the nation's buying power with one order, one affidavit, one invoice. You can focus on any segment of the mass market—with local personalities delivering your product message. There's nothing like the Blair Group Plan anywhere. We've tried to visualize its uniqueness in this new symbol. The spiral signifies the nationwide group of radio stations working together to generate increased selling power for the advertiser—power dramatized by the upward thrust of the arrow. See how the Blair Group Plan can strengthen the local impact of your marketing strategy. Get the convincing evidence from your nearby office of John Blair & Company.***For example, Ac'cent, Beech-Nut Coffee, Columbia Pictures, Cut-Rite Wax Paper, Dash Dog Food, Dodge Trucks, duPont Zerex, Dormeyer Appliances, Flako Mixes, Ipana, Keds, Marlboro, Mennen, M-G-M, Parker Brothers Games, Parker Pens, Philip Morris, Purolator, Tanfastic Lotion, Tea Council of the U.S.A.**

BLAIR GROUP PLAN

New York PL 2-0400 · Chicago SU 7-2300 · Boston KE 6-1472 · Philadelphia LO 8-0290 · Detroit WO 1-6030 · Atlanta 875-7567 · St. Louis GA 1-5262 · Dallas RI 1-4228 · Los Angeles DU 7-1333 · San Francisco DO 2-3188 · Seattle MA 3-6270

If you're fussy about the quality of reproductions—never content with "almost perfect"—then Century Service is what you should become acquainted with, without one more day's delay!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Drewrys to Handle Distribution of Miller in Detroit

MILWAUKEE, Sept. 26—Miller Brewing Co. has appointed Drewrys Ltd., U.S.A., of South Bend, to distribute Miller High Life in Detroit, and has expanded the distribution of Milwaukee's Best, a popular-priced beer purchased earlier this year from A. Gettelman Brewing Co. (AA, Jan. 23), into 20 states.

Although Miller is not advertising Milwaukee's Best, the brand currently is being marketed across the U.S. including the West Coast and the South. It is sold at the same price as local and regional beers in the markets where it is sold. Miller redesigned the brand's labels and packages earlier this year and reports that acceptance by consumers has been favorable. Gettelman formerly marketed the brand only in Wisconsin.

Miller also has expanded the distribution of Gettelman's Milwaukee beer from Wisconsin into Minnesota, Illinois and Iowa, and has been promoting the brand in newspapers, radio, outdoor and some spot tv. Gettelman's Milwaukee beer sells for less than premium beers but is priced higher than Milwaukee's Best.

■ Drewrys' branch in Detroit will handle the distribution of Miller High Life in all of Wayne County with the exception of Garden City. Drewrys operates some 24 trucks and maintains a large sales organization in the greater-Detroit area.

Miller's Wayne County distribution previously was handled by O'Donnell Importing Co., Detroit.

Neither Miller nor Drewrys is a major factor in the Detroit beer market, which is dominated primarily by Stroh and Blatz. Popular-price brands have always maintained a comfortable sales edge over premium brands in Detroit.

■ In past years, some of Drewrys' distributors in Michigan and other states have handled the distribution of Miller and also other premium-priced beers such as Budweiser and Pabst, but no such arrangement has existed in a large market like Detroit.

Although neither Miller nor Drewrys consider their brands to be competitive, Miller High Life and Drewrys' Old Stock ale sell for the same price. Two others of Drewrys' brands—Friars ale and Drewrys Extra Dry beer—are popular-price products.

The Miller-Drewrys arrangement was the second of its kind this year where a regional brewer took over distribution for a national brand in a major market. Last February, Anheuser-Busch Inc. appointed F. & M. Schaefer Brewing Co., New York, to handle distribution of Budweiser and Michelob in the New York metropolitan area.

CINCINNATI BREWER TO DISTRIBUTE SCHLITZ

CINCINNATI, Sept. 26—Jos. Schlitz Brewing Co., Milwaukee, has appointed Schoenling Brewing Co., a local brewer, to handle distribution of Schlitz beer in this market.

Schoenling replaces United Beverage Co. of Dayton, which has been the Schlitz distributor in Hamilton County for some years. Schlitz has not had a Cincinnati-based distributor for several years.

This is believed to be the first time that Schlitz has retained a regional brewer to handle its distribution in a major market. Local and regional brands of beer dominate the Cincinnati market. #

Listerine Sets Radio, TV, Magazine Drive

Warner-Lambert Products, Morris Plains, N.J., has kicked off its fall campaign for Listerine antiseptic with tv, magazine and radio ads. Headline of the Lambert & Feasley created campaign will be "Reach for Listerine—you can actually feel the difference."

Page ads will run in *Ebony*, *Good Housekeeping*, *Life*, *Look*, and *The Saturday Evening Post*. There will be tv participations on "87th Precinct," "Dr. Kildare," "Captain of Detectives" and "Wells Fargo," all on NBC. On CBS Radio, Listerine will be one of Arthur Godfrey's backers.

Friend-Reiss Adds Second General Instrument Division

Friend-Reiss Advertising, New York, has been named to handle advertising for the new capacitor division of General Instrument Corp., Newark, N.J. Earlier this year, the agency was awarded the semi-conductor division, formerly with G. M. Basford Co., where it billed some $120,000.

IN LOS ANGELES, TAKE THE abc TRAIN

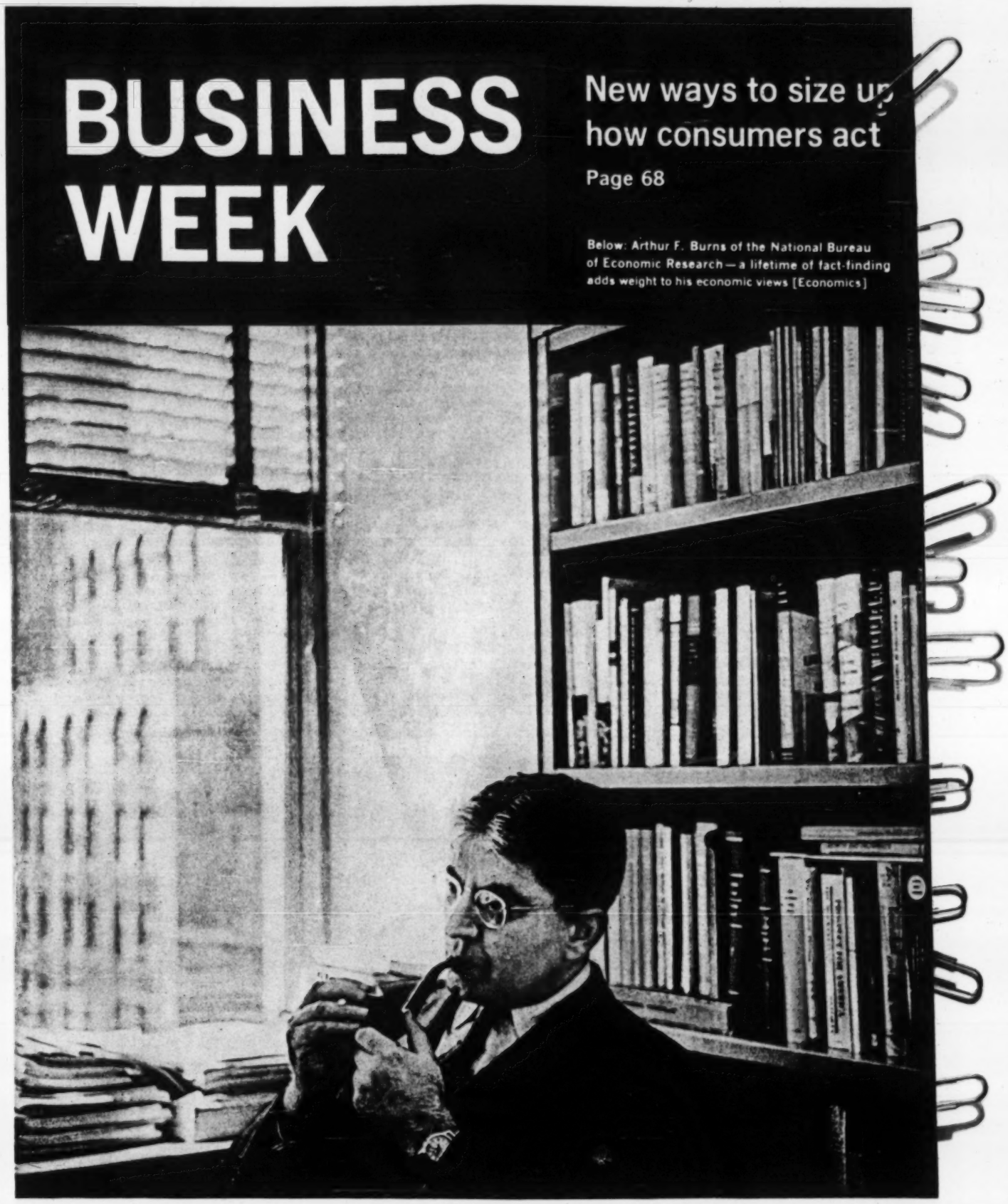
A fun city. That's Los Angeles. Informal, exciting, designed for leisure-time pursuits, yet bold in its outlook for the future. All this and more is Los Angeles...and KABC-TV. Channel 7 is programmed for thoroughly enjoyable entertainment and downright fun, both day and night. Why not align your product with pleasure...on KABC-TV...

GO FIRST CLASS ON...

7 KABC-TV

Owned and Operated by American Broadcasting-Paramount Theatres, Inc.

Represented by ABC-TV National Station Sales, Inc.


BUSINESS
WEEK
New ways to size up how consumers act
Page 68
Below: Arthur F. Burns of the National Bureau of Economic Research—a lifetime of fact-finding adds weight to his economic views [Economics]

Why BW sells a lot of paper clips

When Business Week lands on management desks each week, it gets treated like few other publications in the world.

It isn't merely read. It's *used*. Its news, forecasts, facts, figures, and *advertisements* are clipped, marked, torn out, routed, reviewed, and reacted to. It affects company policies, tactics, decisions, and *purchases*.

Don't take our word for it.

Ask Daniel Yankelovich, Inc. what happened when they conducted research to learn what readers *expect to find* in the publications they regularly read. (These were men whose favorite publications were Business Week, Wall Street Journal, Fortune, U.S. News & World Report, Time, and Newsweek.)

Far more Business Week readers expected to find *useful*, *practical*, *profitable* material in their magazine than did the readers of the other publications.

Even more interesting (to advertisers), the readers of Business Week expected to make more practical use of BW's *advertising*. They saw it as a *buying guide* to the products and services of business and industry.

You can also ask the advertising managers of 30 leading companies which publications their customers and prospects found most useful in their jobs.

Business Week was mentioned 2,363 times, as against Wall Street Journal's 1,646, Fortune's 366, Time's 466. And as for *cost* per mention (figured on the cost of a black & white page), Business Week was $1.65 to Wall Street Journal's $6.50, Fortune's $13.22, Time's $30.69.

Perhaps this explains why Business Week leads all general, general-business, and news publications in business and industrial advertising. (Has for 25 years.)

Advertisers like to see their products used. That's why they advertise in the magazine management men *use*.

Hebrew National in L.A.

Hebrew National Kosher Foods Inc., New York, has begun a 26-week campaign in Los Angeles, using all Los Angeles dailies, spot tv and radio. Asher-Gould Advertising is the L.A. agency. Rockmore Co., New York, handles the rest of the Hebrew National account.

WHAT'S THE LARGEST MARKET BETWEEN SPOKANE AND MINNEAPOLIS?

The 21 counties in N Dakota and western Minnesota where over 3 out of 5 families read

THE FARGO FORUM

Conventional Anti-Freeze to Get Bulk of Du Pont, Carbide Ad Stress

Dow Drops Consumer Ads for Dowgard, Uses Business Papers Only

NEW YORK, Sept. 26—This fall's consumer advertising battle for the $300,000,000-a-year anti-freeze market boils down to a two-party brawl: Union Carbide's Prestone versus Du Pont's Zerex and Telar.

While these two fight it out in multi-million-dollar consumer campaigns, last year's biggest noise maker, Dow Chemical, has decided to stake everything on trade advertising. Dow touched off the anti-freeze war early in 1960 when it launched Dowgard long-life coolant, backed by two multi-million-dollar drives. Soon after, Du Pont entered the field with Telar never-drain anti-freeze and summer coolant. As a defensive measure, Union Carbide then marketed a permanent Prestone.

The net result of these massive campaigns was that Prestone re-emerged as No. 1 in the business. Prestone bucked combined total ad investments by Du Pont and Dow estimated at $8,000,000 last year.

■ Prestone advertising this fall has as its theme, "the world's most tested, most trusted anti-freeze." Tv advertising began a week ago with a long list of 30 and 60-second commercials, each carrying some service information and featuring Prestone's "Exclusive 'magnetic film'." Commercials will run on 14 network shows.

Basically, the company strategy remains unchanged. It will put practically its whole investment behind conventional anti-freeze. While it markets a permanent-style anti-freeze as an accommodation to its dealers, it's sticking to its traditional product. Union Carbide emphasizes the point in 1,000-line newspaper ads scheduled for some 480 dailies. "Confused about anti-freeze? Consult your car owner's manual," the copy says, adding: "Most Detroit car makers say, 'Drain your cooling system, then have fresh anti-freeze installed every fall'."

The company will also use tv spots in major markets, and radio commercials on 680 stations in 510 markets. It's not using many magazines, where four-color pages in *Life* are its biggest investment. William Esty Co. is the agency.

■ Du Pont, however, has revamped its ad strategy. Most of its budget will go into an older product, Zerex permanent anti-freeze, with Telar taking second place in the lineup. Du Pont said it never intended to maintain Telar advertising at the heavy introductory level of last year.

The budget for Zerex will be its largest ever. Tv commercials, which began Sept. 17, are split equally between Zerex and Telar, but radio and outdoor will be used exclusively for Zerex. Newspapers and radio will be used for both

GREEN TAG—*Union Carbide Consumer Products Co. will urge car owners to get professional cooling system service in this fall's tv commercials for Prestone anti-freeze. This is a still from an upcoming commercial pointing up the "green tag" service. William Esty Co. is the agency.*

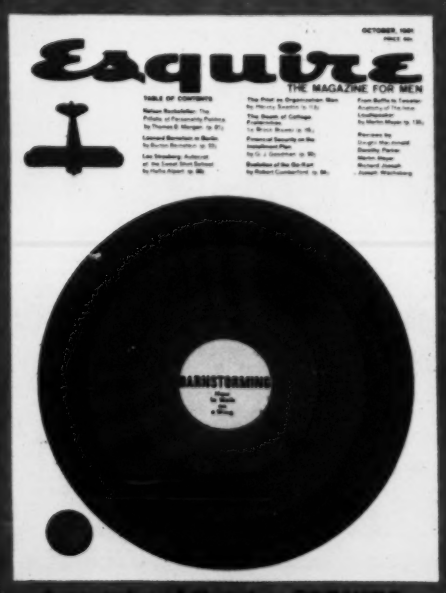
Ads Do Better at Bundscho

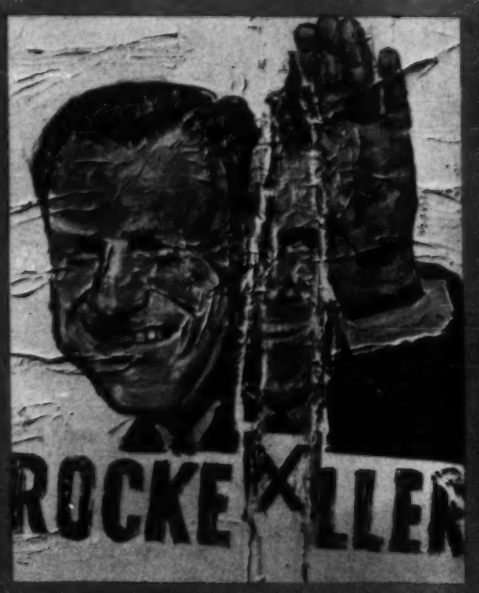
Here Type Can Serve You

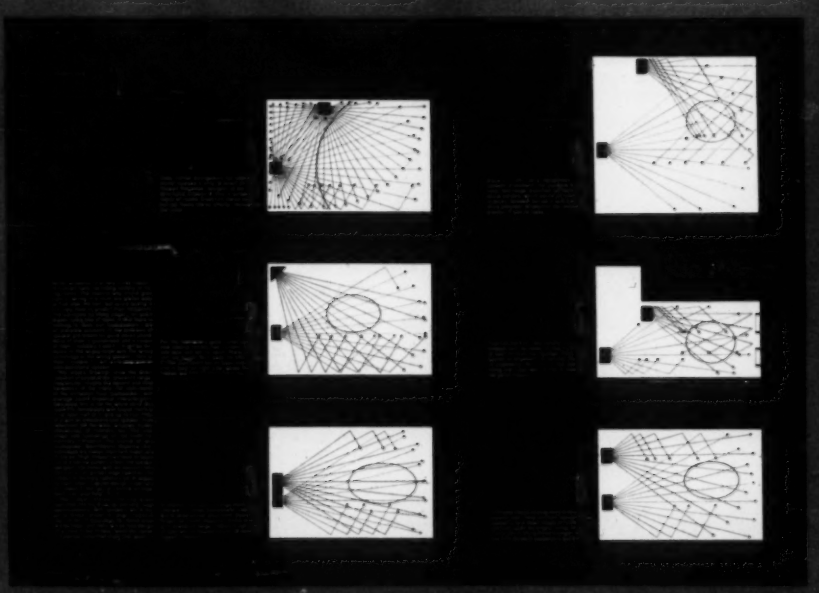
J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

EXCITE







A sampler of October ESQUIRE now on sale

The Power of Augustus Perkins by Thomas G. Morgan

Audio Fair Booms for Stereo by Martin Meyer

ESQ

brands.

Zerex will use all these media because "it is a mass distribution product, and covers the whole spectrum of car ownership," said W. W. Carty, ad manager of anti-freezes. Telar will take the "dual approach" because Du Pont doesn't know its typical user.

Mr. Carty said that following last year's consumer confusion over new products like Dowgard and Telar, Du Pont pre-tested new advertising themes for both products. Du Pont and Batten, Barton, Durstine & Osborn conducted surveys in Syracuse, Buffalo and Philadelphia, and decided on this theme: "Du Pont Zerex for cars left out at night or in unheated garages."

For Telar, three headlines were chosen: "Du Pont now brings you an anti-freeze that outlasts your car"; "To the man who wants to avoid the annual rush for anti-freeze"; and "Six reasons why Du Pont Telar is better than the anti-freeze you used last year."

■ Mr. Carty added that Du Pont placed heavy emphasis on the tests because "anti-freeze as a single product has one of the most extensive budgets of any Du Pont consumer product." The tests were solely to develop advertising themes, not to modify the product. "When Du Pont puts a product on the market, you can be sure they've got it the way they want it."

This is how Du Pont's media schedule shapes up: On television, the company aims to reach 96% of all tv homes by way of the first eight of its new "Du Pont Show of the Week" series, on 168 NBC stations, covering over 300 anti-freeze markets. Time will be divided equally between Telar and Zerex.

The Zerex radio schedule is the biggest ever. Saturation schedules will be used on 900 stations, covering 275 markets. The commercials, all local buys, are scheduled to break just before local freeze dates. They will run Mondays through Fridays. There will also be commercials on Saturdays and Sundays on more than 200 CBS network stations.

■ In outdoor, all-copy ads will cover 1,900 cities and towns for Zerex, "wherever we have distribution." Du Pont has also lined up its heaviest anti-freeze magazine schedule. Zerex will use b&w pages in three issues of *Life*, *Look* and *The Saturday Evening Post*.

Telar's magazine schedule calls for two b&w pages each in *Holiday* and *Reader's Digest*, and three in *Newsweek*, *Sports Illustrated*, *Time* and *U. S. News & World Report*.

In 20 markets 500-line newspaper ads for both products will be used. Batten, Barton, Durstine & Osborn is the agency.

■ Meanwhile, Dow is out of consumer advertising after last year's splurge. A new brand manager, Edward Rogers (AA, Sept. 11), heads the operation, taking over from Garland G. Fritts, who resigned recently.

Dow's effort will be concentrated on jobbers and dealers, with increased advertising in automotive trade publications. Dow has also added several unspecified market areas for further market research on Dowgard Full-Fill coolant.

The company boasts a major "conquest" in getting American Motors to install Dowgard in all 1962 models. "For the first time, new car buyers will be able to leave the coolant supplied at the factory in the cooling system summer and winter, without the necessity of a seasonal change," the company said.

Dow said it is both pleased and optimistic about the Dowgard concept. MacManus, John & Adams is the agency. #

Select Representatives Adds Stations; Opens in Chicago

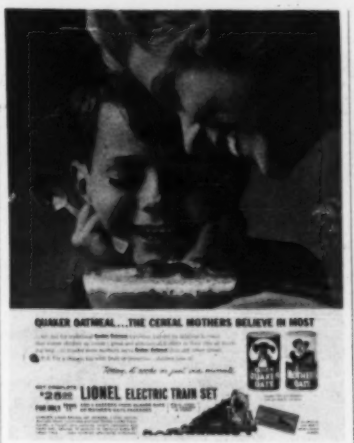
Select Station Representatives, New York, has been named national representative for WECT-TV, Wilmington, N. C.; WXEX-TV, Richmond; WHIS and WHIS-TV, Bluefield, W. Va.; WITH, Baltimore; and WLEE, Richmond. WECT-TV formerly was handled by Weed Television Corp. Select was previously regional rep for the other five stations on the Eastern Seaboard.

Select Representatives also has opened a Chicago office at 333 N. Michigan Ave. The office will be headed by Irwin W. Unger, formerly with Headley-Reed. Branch offices in Los Angeles and San Francisco will be opened later.

La Rosa Sets Major Drive for Pasta Products

V. La Rosa & Sons, Brooklyn, will step up advertising for its macaroni, spaghetti and egg noodles this fall with heavier schedules in newspapers and on radio and tv. The advertising will continue to emphasize the quiet "La Rosa Man" approach.

The drive will be concentrated in 11 major markets: Albany-Schenectady-Troy, Baltimore-Washington, Boston, Chicago, New York, Providence, Worcester, Miami, Philadelphia, Allentown-Bethlehem, and Pittsburgh-Youngstown. Youngstown represents an expansion, with La Rosa making its first major invasion of the Ohio market. Hicks & Greist is the agency.



PREMIUM—*Quaker Oats Co., Chicago, is running this four-color page ad offering a Lionel Electric train set for $11.95, plus two box tops, in Parade and This Week Magazine Oct. 1 and later in other Sunday supplements and eight consumer magazines. Compton Advertising, Chicago, is the agency.*

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

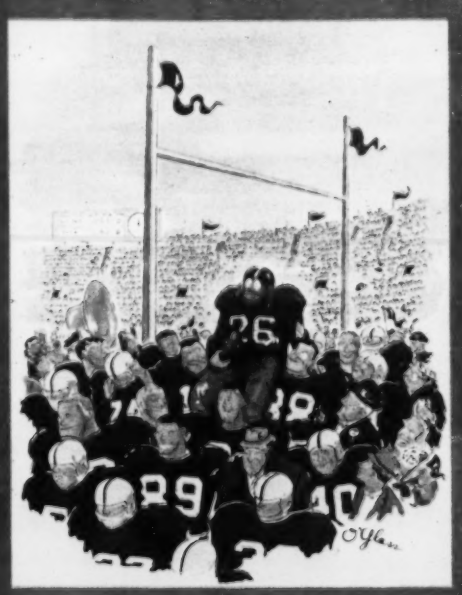
Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 25-year sales-tested plan for consideration; sample plan starts 40 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. F-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

MENT UIRE



The Last of the Barnstormers photographed by G. Hanna

Progress (Cont'd.): The Boat by Alexis de Sakhnoffsky

Excitement is a quickening of the pulse. A stirring of the juices. A reading experience to be remembered.

Excitement is: *Nelson Rockefeller and the Pitfalls of Personality Politics*
...As he aims for the presidency, can he sustain his public image as a man of principle and still play it cool?

Excitement is: *The Last of the Barnstormers*
...An aerial view of the daredevil, goggle-clad, cigar-chewing air-show barnstormers.

Excitement is: *The Fiberglass Boats of Tomorrow*
...Catamarans and Hydroplanes right off the drawing board of avant garde designer Alexis de Sakhnoffsky.

Excitement is: *ESQUIRE's Audio Fair: "From Baffle to Tweeter. Anatomy of the new Loudspeakers"*
...All you need to know about loudspeakers and where to place them to enjoy stereo best.

Excitement is: *A Laugh on the House*
...A baker's dozen of the funniest cartoons to be found *anywhere*.

Excitement is: *ESQUIRE*
...the best-rounded magazine in America today. Bar none.

IS HE LISTENING?

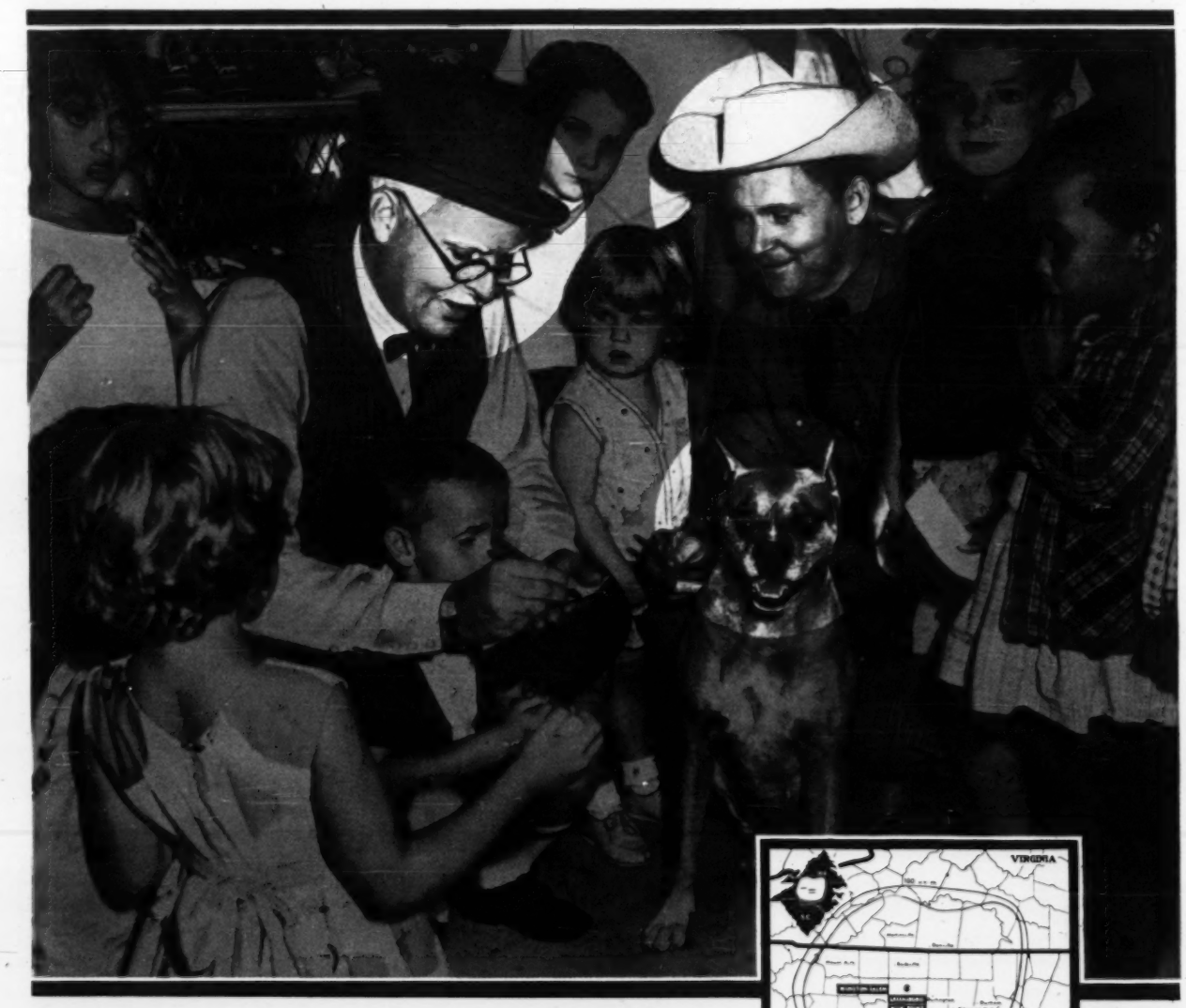
He has things on his mind. So he is not a sitting duck for your advertising. Matter of fact, it's tough getting through. It takes art to turn people into customers. Sales results for our clients tend to prove we have mastered the art.

WEIGHTMAN, Inc.
Philadelphia 3, Pennsylvania

Brush drawing by Marvin Cherney, U.S.A. Collection: Weightman, Inc.

SUPERIOR AIR—*Borg-Warner Corp. is promoting its air conditioning equipment with this b&w spread in the Sept. 16 Saturday Evening Post, in Business Week Sept. 29, U. S. News & World Report Oct. 9, and Fortune in October. The ad also ran as a half-page unit in the Wall Street Journal. Clinton E. Frank Inc., Chicago, is the agency.*

PERSONALITY AT WORK!



"Thanks A Lot, Old Rebel"... *Some are too excited to say it. "Thanks" is there, though, in the glowing eyes of thousands of kids every year when they get that treasured autograph and that "Hello there, Joey," from their favorite friends, the Old Rebel and Pecos Pete of WFMY-TV ("Troubles" sometimes licks a hand or two for her public). When these three come to town, in this area of 466,640 TV homes, everyone, Gram'pa on down, turns out for festivity, foolishness and fun. In High Point, Haw River, Topnot —throughout the nation's 44th TV market —they're local institutions: "Why it wouldn't be a parade without the Old Rebel and Pecos Pete." Part of their ability to delight audiences comes from their deep and genuine affection for children—and the feeling is mutual!*

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N.C.
"Now In Our 13th Year Of Service"

SEAL OF GOOD PRACTICE

Represented by Harrington, Righter & Parsons, Inc.

SERVING THE PROSPEROUS PIEDMONT

'62 Cadillac Bows in Newspapers, Radio

DETROIT, Sept. 26—The 1962 Cadillac made its bow in dealer showrooms last week, backed by an announcement ad campaign in 2,379 daily and weekly newspapers, plus a radio spot schedule on 1,311 stations.

A four-color spread bolsters the introduction in *Life, Look, Newsweek, The Saturday Evening Post, Sports Illustrated, The New Yorker, Time* and *U. S. News & World Report*.

Harold G. Warner, Cadillac general manager and a vp of General Motors, expects 1962 sales to run very close to the record set in 1960, when 151,954 cars were delivered. He predicts sales of 150,000 units next year.

The 1962 Cadillac line is basically unchanged from 1961, offering the same 12-model lineup. Dimensions and engine specifications remain unchanged, although Cadillac has introduced two new safety features, a new lighting auxiliary and a dual braking system. The new cornering light, activated by the turn signal indicator, angles out at 40° from the side of the headlamp. The dual braking system operates either the front or the rear set of brakes should the master set become inoperative.

MacManus, John & Adams is the Cadillac agency. #

Bramson Appoints Perrigo

Lucia Perrigo has been appointed director of advertising and public relations of Bramson and Martha Weathered Inc., Chicago, succeeding Richard Levin who has been named vp in charge of general operations. Miss Perrigo was formerly director of public relations of the Ambassador East and West Hotels, Chicago.

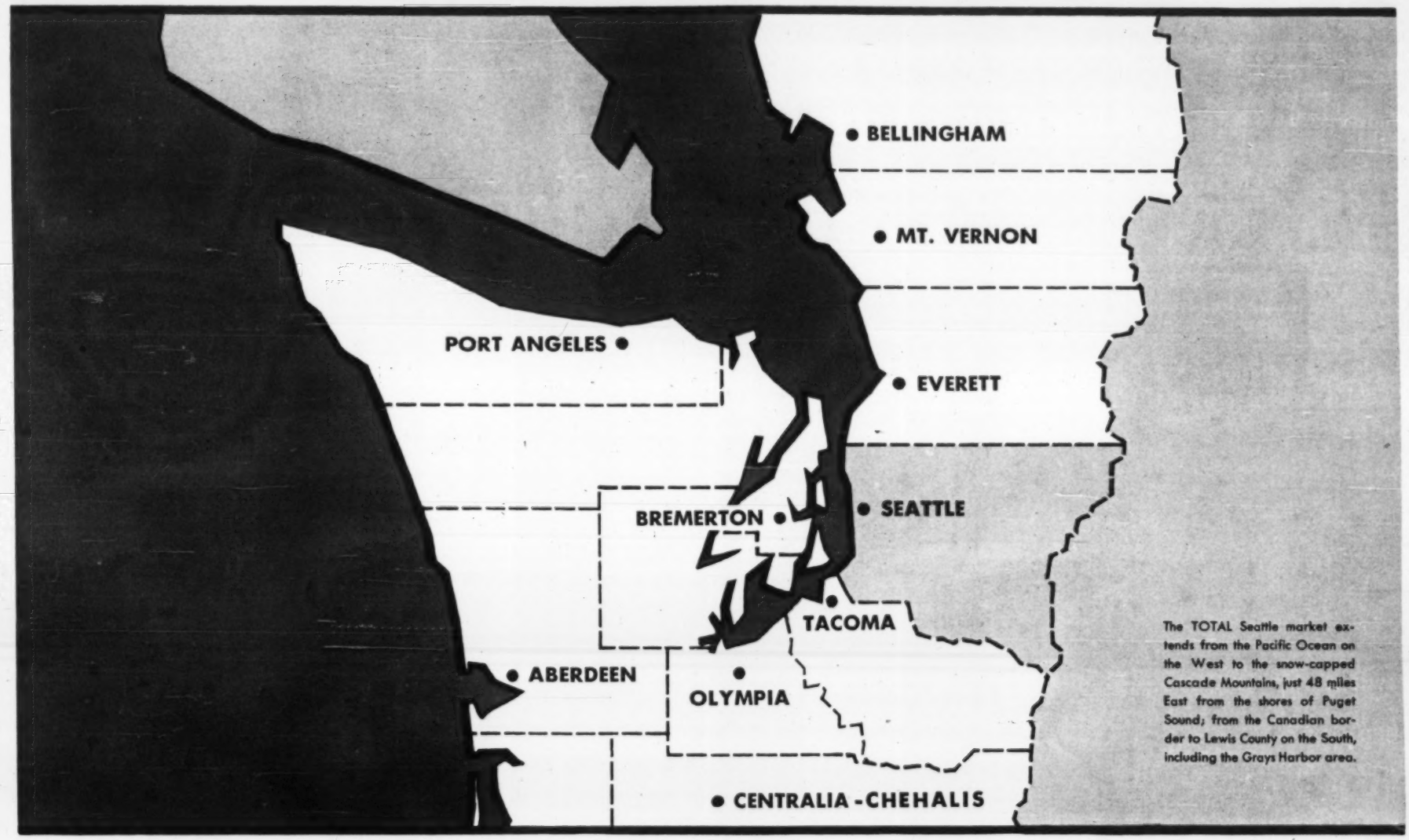
Horizon House Names Hurley

Thomas S. Hurley has joined Horizon House, Brookline, Mass., publisher of *Microwave Journal* and *Solid State Journal*, as sales promotion manager. Mr. Hurley formerly was advertising manager of CBS Semiconductors.

How to Find 127 Advertising Directors

That's the number of men who answered a recent help wanted ad for an advertising director in Ad Age's classified ad pages—"The Advertising Market Place." The cost per man inquiry was 67¢! Such a response is typical of Ad Age's classified section. Whether you're on the "position wanted" or "position available" side of the fence, try Ad Age for your message. The rates are low—the results are high!

Are you guilty of
HALF-WAY ADVERTISING
in the Seattle market?


BELLINGHAM
MT. VERNON
PORT ANGELES
EVERETT
BREMERTON
SEATTLE
TACOMA
ABERDEEN
OLYMPIA
CENTRALIA-CHEHALIS
The TOTAL Seattle market extends from the Pacific Ocean on the West to the snow-capped Cascade Mountains, just 48 miles East from the shores of Puget Sound; from the Canadian border to Lewis County on the South, including the Grays Harbor area.

IF YOU STOP your selling in the Seattle market at the King County line, then the Seattle newspapers alone do a complete coverage job.

But, if you sell throughout the TOTAL Seattle market (most items do) then the Seattle newspapers alone can't do the job. Only HALF the 1,864,000 people in the TOTAL Seattle market live in King County . . . nearly HALF the retail sales are made outside King County.

With TOTAL annual volume for the market of more than 2½ billion dollars, it doesn't make sense to blithely ignore half of it.

You CAN have both halves if you buy ONE Seattle newspaper and the nine LOCAL dailies in the market area. This buy gives you 71.6% penetration in the TOTAL market—massive penetration you can merchandise in every city, town and county.

This additional volume in the "outside" half can often make or break your venture into Seattle. With some items sales are far better in the non-metropolitan areas. The best way to get this "outside" business is full penetration in BOTH halves. Your Nelson Roberts man will gladly show you how—for only pennies more per line.

ONE ORDER

Nelson Roberts & Associates represents nearly all the daily newspapers in the TOTAL Seattle market outside King County. Eight of them may be covered with a single order. Even though two of the other newspapers are not now represented by Nelson Roberts & Associates, they can be handled on this basis as an accommodation to the advertiser or agency.

NELSON nr ROBERTS & ASSOCIATES, INC.

formerly WEST-HOLLIDAY CO., Inc.

Offices in:

- Seattle
- Portland
- San Francisco
- Los Angeles
- Chicago
- Detroit
- New York
- Denver

Representing daily newspapers throughout the Pacific Area including these marked* in the Total Seattle Market Area:

Bellingham Herald, Bellingham*
Skagit Valley Herald, Mt. Vernon*
Everett Daily Herald, Everett*
Port Angeles News, Port Angeles
Daily Olympian, Olympia
Aberdeen Daily World, Aberdeen*
The Daily-Chronicle, Centralia-Chehalis*
Bremerton Sun, Bremerton*

'Coupon Almanac' Ready to Debut Next September

CHICAGO, Sept. 26—*Coupon Almanac*, developed from an earlier publication, *Coupon Magazine*, is slated to bow in September, 1962.

The quarterly publication will carry pages of coupons, along with ads and editorial features. A circulation guarantee of 8,000,000 has been announced, with distribution exclusively through some 30,000 supermarkets, most of them to be located in about 30 large markets in the East, Midwest, and West Coast.

A b&w page for the national edition will cost $31,200 (there will be three regional editions).

Statistical Tabulating Corp., which owns the magazine, will collect the coupons and proof of purchase, and remit the money to consumers. Cost for this will be less than 4¢ a coupon, the publisher said.

■ Only one issue of the predecessor publication, *Coupon Magazine*, was ever published—in February, 1959 (AA, Feb. 2, '59). Statistical Tabulating, which handled the coupon redemption, had taken over the magazine shortly before publication.

Henry C. Lullman

Owen Smith, 1st vp-marketing of Statistical, and head of the magazine venture, has announced the appointment of Henry C. Lullman as general manager. Mr. Lullman formerly was president of the consumer's dairy division of National Dairy Products Corp., Newark.

William B. Carr, exec vp of Drew & Carr, agency for the company, said that no attempt has been made as yet to sign up advertisers, but he predicted that the worth of the coupons in the magazine will be "considerably higher" than the $5 total in the earlier publication. Cover price of *Coupon Almanac* will be 25¢ and each issue will carry a minimum of 72 pages. *Coupon Magazine* sold for 20¢.

■ Mr. Carr said the magazine will be audited, adding that he hoped Audit Bureau of Circulations would change its rules to include *Coupon Almanac*. Under present rules, magazines which carry coupons whose total value exceeds the cover price of the magazine cannot be audited by ABC. But Mr. Carr noted that misredemption (obtaining a coupon refund without puchasing the product) will be difficult with this book because proof of purchase must accompany the coupon.

A trade advertising campaign in marketing, drug, and food publications will begin soon, and Mr. Carr said a six-figure budget has been set for the trade drive.

■ *Coupon Almanac* will use local media to inform consumers of the publication, beginning next summer. A budget considerably higher than the trade campaign reportedly is set.

The publication said that, with very little promotional help, the predecessor, *Coupon Magazine*, sold 1,480,000 copies through 12,000 supermarkets in the East in 1959. About 176,000 readers redeemed a total of 2,228,000 coupons.

Coupon Almanac is located at 400 N. Michigan Ave. #

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Lapham Larmon Yoshioka

TOKYO-BOUND—*Sigurd Larmon, Young & Rubicam board chairman, and Tom W. Lapham, vp and assistant to Mr. Larmon, prepare to board a Japan Air Lines jet to Tokyo with H. (George) Yoshioka, New York manager of Dentsu Advertising. The Y&R executives were Dentsu's guests for a week's visit to the agency and the country.*

Filmways to Use M-G-M Hollywood Lot

Filmways, New York, tv and theatrical film production company, has moved its West Coast television commercial operations to the Metro-Goldwyn-Mayer lot in Hollywood. Filmways, a major producer of tv commercials, previously had a reciprocal working arrangement with Warner Bros., but this has terminated.

Martin Ransohoff, Filmways board chairman, indicated that the three separate commercial tv units which his company had been operating in Hollywood have been consolidated at M-G-M. Will Cowan, a Filmways vp, remains in charge of the company's tv commercial activities in California.

McCann-Erickson Names Behr, Acton, Johnston

Henry Behr has joined the Chicago office of McCann-Erickson as account executive on Encyclopaedia Britannica. Mr. Behr headed his own direct mail order business for two years before joining McCann.

At the same time, Clare Acton and James Johnston have joined the creative staff of McCann. Mr. Acton was formerly a copywriter with Batten, Barton, Durstine & Osborn, Chicago, and Mr. Johnston was formerly with Don Kemper Co.

Watson Names Rompel

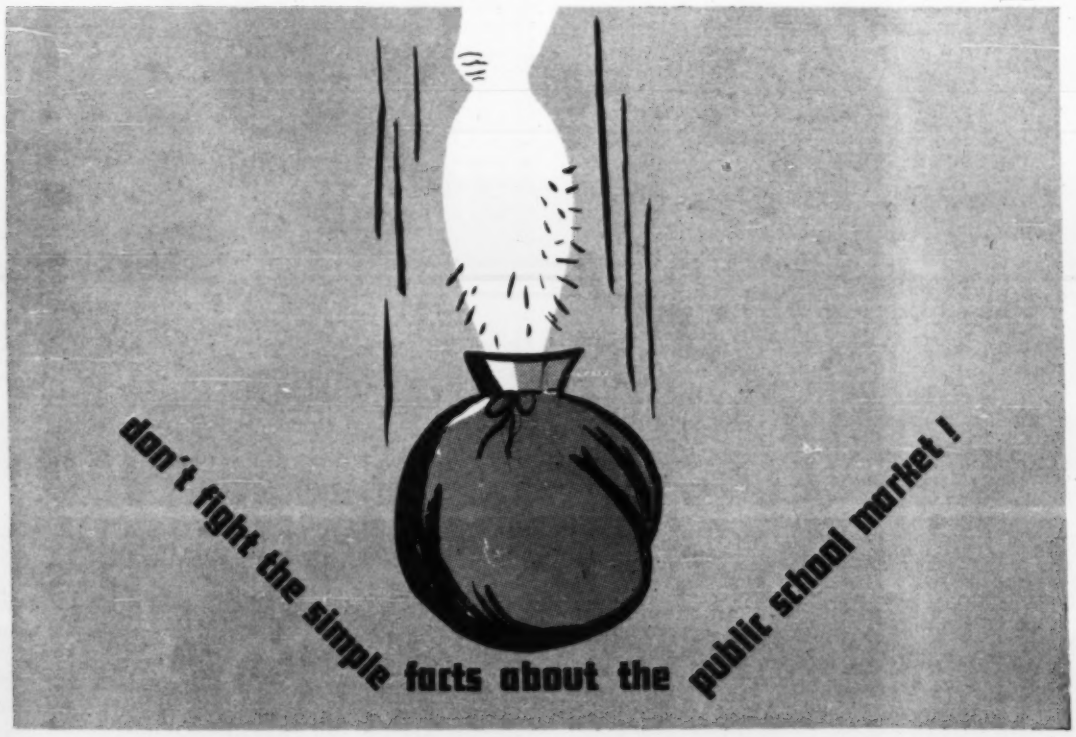
Watson Publications, Chicago, has appointed David B. Rompel midwestern district manager of *Traffic Management*. Mr. Rompel was formerly midwestern district manager of *American Builder*.

Rosenbloom Names Hutchings

Irving J. Rosenbloom & Associates, Chicago, has appointed Sidney Hutchings supervisor of creative services. Mr. Hutchings was formerly art director of N. W. Ayer & Son.

Pet Dairy Names Henderson

Pet Dairy Products Co., Johnson City, Tenn., a division of Pet Milk Co., has appointed Henderson Advertising Agency, Greenville, S.C., to handle advertising and promotion.



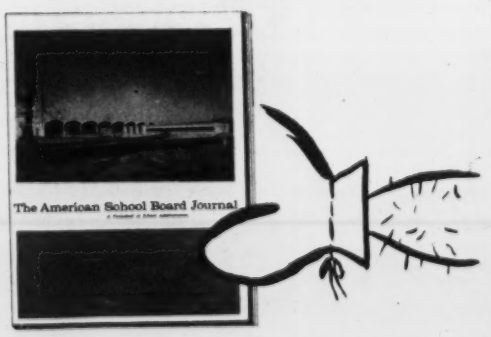
Yes, the public school market is big BUT, all the charts, graphs, fancy brochures and film slide presentations (with or without martinis!) can't tell us *who* and *where* the right people are who make the buying decisions in *all* school districts!

But, when school systems are building or remodeling schools, you can be sure they are BUYING . . . from blueprint . . . to the first bag of cement . . . to a bright new American flag!

Into every school district, wherever school construction is in progress, or under consideration, go copies of the American School Board Journal. Few publications in any field can match the 90% renewal rate of this ABC publication . . . and no other publication can offer concentrated coverage of people in all school districts who make buying decisions . . . School Board Members, Superintendents, Business Officials and Architects . . . *all* known School Architects . . . at the lowest per thousand rate in the field.

Advertisers in the American School Board Journal receive an up-to-date, twice-a-month detailed report on school construction at nominal cost. Here are the known prospects in the public school market.

SEND TODAY FOR BROCHURE:
"LOOKING FOR THE SHAPE OF THE PUBLIC SCHOOL MARKET?"



AMERICAN SCHOOL BOARD JOURNAL
400 NORTH BROADWAY • MILWAUKEE 1, WISCONSIN

WAVE-TV viewers do 28.8% more LAUNDRY

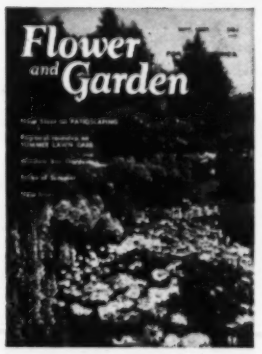
—use 28.8% more soaps, detergents, bleaches, bluings and starches!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

The Flower and Garden Group moves merchandise!



This is the plain truth behind the phenomenal growth of Flower and Garden Magazine in just four years. Now the nation's largest gardening monthly — over 500,000 subscribers and more than 2 million readers — the impact of its two regional editions* on the multi-billion dollar gardening market is tremendous.

In the dealer field too, this ability to "move merchandise" is the reason why Flower and Garden Merchandiser has the attention of over 32,000 major garden suppliers in the fastest growing communities in the United States.

Naturally, advertisers and their agencies like the way The Flower and Garden Group produces results. Who can blame them for putting more of their money where it will help build national and regional sales quicker and better?

*A third regional—Flower and Garden's new Western Edition—will be added beginning with January, 1962.

The Flower and Garden Group/543 Westport Road, Kansas City 11, Mo.

Along the Media Path

"A Study of Corporate Personality," a study covering evaluation of progress and future growth prospects of leading instrument manufacturers by 1,000 business executives, has been published by **Nation's Business**, 711 Third Ave., New York 17. Requests for copies should be directed to Herman C. Sturm, director of advertising.

• To promote program offerings of **KABC-TV**, Los Angeles, for the new fall season, some 250 admen were guests of the station at a day's outing at Del Mar racetrack.

• **Cherry Circle**, Chicago, will publish its 11th annual winter holiday issue Nov. 1, featuring editorial recommendations of the most attractive resort hotels in the U. S.

• Some 5,000 guests, attired in the styles of the '20s, attended **"WBZ** Radio's 40th Birthday Spectacular," Sept. 19, in the coliseum to help the Boston station celebrate its 40th anniversary.

• **Building Supply News** will celebrate the 25th anniversary of its annual catalog and directory issue with the publication in February of the new "BSN Purchasing & Specifications File."

• **Odessa American Sunday**, Odessa, Tex., published the largest edition in its history, a 136-page diamond jubilee edition, to celebrate its 75th anniversary.

• "Sites of War," describing famous Civil War battlefields, and what visitors to these sites today may see, are reprinted in booklet form by the **Washington Star.** The *Star* has also reprinted a 14-part series in booklet form on "The Negro in Washington." Copies of "The Sites of War," priced at 30¢ each, plus 19¢ for postage and handling, and "The Negro in Washington," priced at 35¢ each, plus 10¢ for postage and handling, may be obtained from the *Washington Star*, Room 415, Virginia Ave. and 2nd St. S.E., Washington 3.

• Printing Industries Assn., Tulsa, Okla., has embarked on a cooperative effort in sending a monthly sales magazine, **Tips**, to its customers and prospects. The magazine gives readers ideas on printed pieces that have proved successful and time and money-saving production shortcuts.

• Representatives of leading advertisers and agencies were guests of **WWJ**, Detroit, at its "Good Business" presentation at luncheons in the Ambassador East Hotel, Chicago, Sept. 28-29.

• In an attempt to prove how long one can comfortably live in a Civil Defense nuclear fallout shelter, Chuck Boyles, moderator on "Night Beat," on **WHB**, Kansas City, has entered a shelter, complete with two weeks' supply of food and water, his law school text books, drawing paper and pencils, a radio and television set. He conducts his regular "Night Beat" show from the shelter, with particular emphasis on Civil Defense matters.

• To promote its "1961 Christmas Review-Preview Gift Edition," **Show Business Illustrated** mailed to potential advertisers a ticket folder of "complimentary tickets to some of the greatest moments in show business." Included in the envelope were tickets for the world premiere of "Gone With the Wind," first night of "My Fair Lady," and the 1959 Playboy Jazz Festival.

• In cooperation with the Downtown Businessmen's Assn. of Terre Haute, Ind., **WTHI**, Terre Haute, saluted Kathie Burke, Miss Indiana, with a "Kathie Burke Day in Downtown Terre Haute," prior to her departure for Atlantic City to participate in the Miss America pageant.

• "A New & Comprehensive Study of Households Influenced by *Today's Health*," covering readership, audience, duplication, image of the magazine, interest and believability generated by advertising therein, has been published by **American Medical Assn.**, 535 N. Dearborn St., Chicago 10.

• After a successful road tour of major cities across the country, **Sports Illustrated's** show, "Sports Illustrated in Action," returns to New York for a final series of showings.

• **WNAB**, Bridgeport, Conn., marked its 20th anniversary by sending birthday cakes to its advertisers.

• Tying in with its new theme for the season, "There are big things in sight on **WBAL-TV**," last month the station held three meetings throughout the day to tell its staff about activities and plans for sales, programming and promotion for the fall season.

• Ouachita Parish Heart Council has presented **KNOE-TV**, Monroe, La., an award citing the station for its exceptional services in promoting the fight against heart disease.

• Dallas and Fort Worth agencies and client representatives attended a golf, swim and cocktail party at a Dallas country club, sponsored by **WFAA-TV**, Dallas, during which a Videotape presentation of the station's fall programs was given.

• Radio-Television News Directors Assn. has presented its award for "best reporting of community problems" to **WBBM**, Chicago.

Portley · Mitchell · Case · Hevener

ANNIVERSARY—*In recognition of Commercial Car Journal's 50th anniversary and half-century of service to the highway transportation industry, Howard E. Mitchell, advertising manager of Cooper Tire & Rubber Co., presents an advance proof of Cooper's ad commemorating the occasion to Russ Case Jr., publisher of Commercial Car Journal. Also pictured are Ed Portley, Cooper sales representative, and Charles Hevener, assistant publisher of Commercial Car Journal. The ad was prepared by Maurice Mullay Inc., Columbus, O.*

AN OPEN LETTER TO PHILADELPHIANS

WIP, as a radio station, has a personal viewpoint on a grim subject—Survival. Survival from a nuclear attack is not a pleasant subject to contemplate, but if this nation, this city—you personally—are to survive, realities must be faced.

We firmly believe that survival from a nuclear attack is a strictly personal matter. If we are to remain—as a nation, or a community, each of us personally has an obligation to provide our families with whatever Fall Out Shelter facilities we can manage. *No one else is going to do it for you.*

Our case was stated in a bold, no-holds-barred manner by WIP aero-space authority Martin Caidin on a special program—"Survival And You"—this past week.

While the subject was unpleasant, the response to this program has been extremely gratifying. Your telephone calls and letters and cards have showed us this viewpoint of ours is gaining acceptance.

In the weeks to come, WIP will continue to urge listeners to consider the steps necessary to provide family protection . . . to consider these steps, and then to act.

Harvey L. Glascock
Vice President and General Manager

WIP CAMPAIGN—*To supplement a local newspaper campaign, urging listeners to tune to the station for instructions on family fallout protection, WIP, Philadelphia, sponsored an hour-long semi-documentary program featuring Martin Caiden, aerospace and science authority. The station also offered Civil Defense pamphlets, containing instructions on building of home fallout shelters.*

• A total of 185 major department and specialty stores from coast to coast will participate in **Seventeen's** holiday "Party Princess" promotion in November. The program will be based on the cover and a 22-page portfolio of holiday fashions featured in the November *Seventeen*. Merchandise spotlighted in the section is from 43 resources and includes party and formal dresses, evening coats, pastel crepe date dresses, active sportswear and separates.

• **House Beautiful** will publish its third consecutive newspaper supplement on home improvement this fall. Produced with the cooperation of the Home Improvement Council, the supplement will be distributed to 1,500 leading daily and weekly newspapers. #

Little Joins N&W Railway

Vernon K. (Pete) Little, formerly advertising manager of Eastern Auto Distributors, Roanoke, has been appointed advertising manager of Norfolk & Western Railway Co., Roanoke.

SCHOLARS—STUDENTS—BUSINESS EXECUTIVES WITH 100% AFRICAN INTEREST READ

Africa Report

America's most widely read monthly magazine on African affairs offers the most concentrated readership in matters African. These men and women read books on Africa—travel—buy travel items—objects of art—phonograph records—what have you.
Subscribers include most University and college libraries!
For rate card and all information please write to the representatives:

Africa Report
c/o African Media Markets, Dept. A
75 East 55 Street, New York 22, N. Y.

Want a Trade?

Your classified ad in Advertising Age may very likely do the trick for you!

If you have something to swap that appeals to marketing men or women—spell out your deal in a classified ad. You cover the complete market. You get fast action. Your cost can be as low as $6 per ad! Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $19.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif

how to SELL the man from missouri

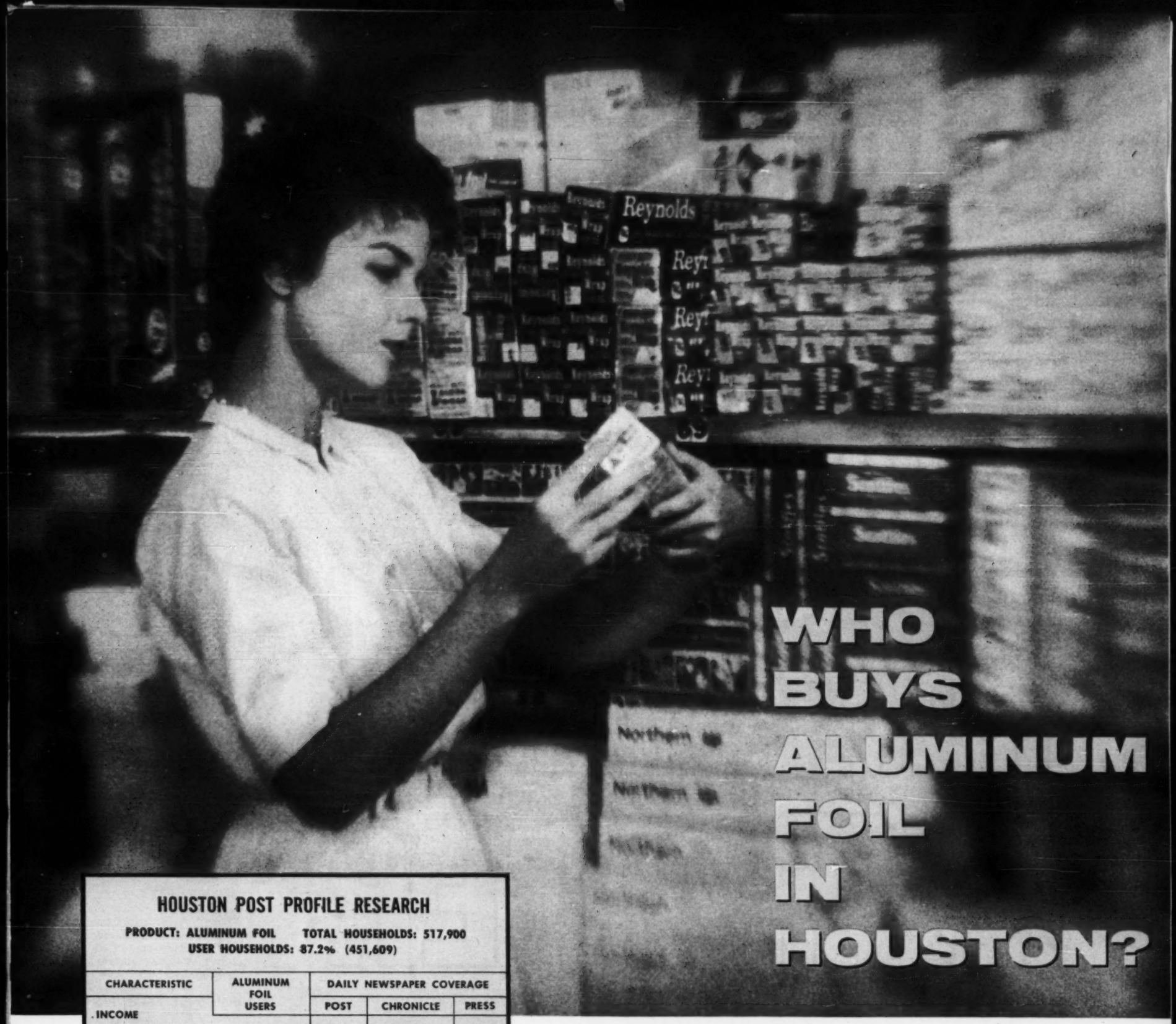
It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is always seen—never goes into the wastebasket. Your prospect sees your product exactly as it is—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for you—write today.

SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____
Company_____
Street_____
City_____ Zone___ State___



WHO BUYS ALUMINUM FOIL IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: ALUMINUM FOIL TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 87.2% (451,609)

CHARACTERISTIC	ALUMINUM FOIL USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	71.9%	21%	23%	14%
$3000 - $4999	84.5	32	34	19
$5000 - $6999	95.1	45	39	22
$7000 or more	97.6	59	47	17
AGE (Head of Household)				
Less than 35	88.8%	37%	36%	14%
35 to 50	89.7	39	34	20
50 or more	82.4	36	37	20
FAMILY SIZE				
1 or 2	82.6%	36%	36%	17%
3 or 4	90.4	41	37	20
5 or more	87.0	35	33	18
OCCUPATION				
White Collar	95.9%	49%	42%	20%
Blue Collar, Skilled	89.5	35	35	22
Unskilled & Farm	74.5	28	27	9
Other	75.5	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

A whopping 87% of the 517,900 families who make up the Houston market buy aluminum foil for household use . . . and to folks who fashion foil, that's a lot of lightweight leaf.

But numbers alone are only one element of a market.

The real design of the market for a particular product and brand is an alloy of many characteristics. And that's where a HOUSTON POST PROFILE RESEARCH shines.

HOUSTON POST PROFILE RESEARCH tells foil fabricators that folks in the Houston market who wrap with aluminum tend to have higher incomes, fall more in the middle age brackets, support average size families and earn their living through white collar jobs.

It also tells advertisers of foil that the same characteristics which apply to users of their product apply to readers of THE HOUSTON POST.

Whether you're marketing aluminum foil or frozen foods, bacon or brassieres, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

Reach the Groups That Did *95%* of the Business in *1960*

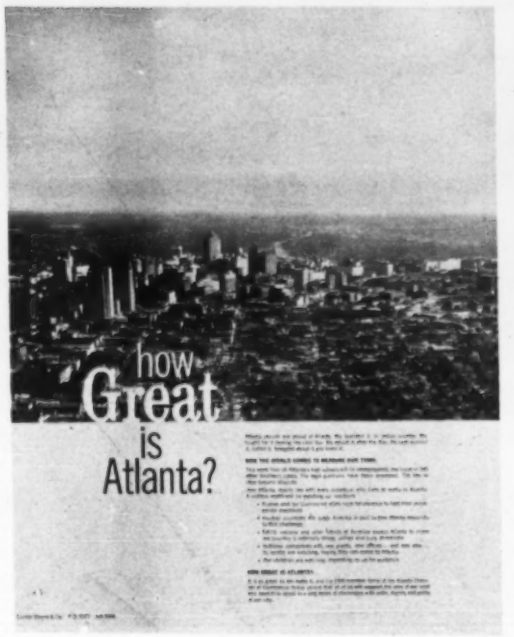
Of the 7,600 textile establishments in the United States just 1,839 individual mills owned by 1,280 management groups did between 90-95 per cent of the business in 1960. They employ 90 per cent of the personnel and own 98 per cent of the cards, frames and looms in place. The remaining 5,761 establishments handled less than 10 per cent of the business in 1960.

Your sales message can and should be channeled to these 1,280 management groups through the pages of the *Reporter*, the only management paper in textiles, which every week goes to mill owners, executives and supervisors.

AMERICA'S TEXTILE **Reporter**

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C. — S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.

HOW GREAT?—*Tucker Wayne & Co., Atlanta, prepared this ad which the Atlanta Chamber of Commerce ran in newspapers preceding initial integration of four Atlanta high schools. A series of local radio and tv ads stressed the same theme—that the whole world was watching to see if violence would erupt. Integration took place peacefully.*



FILMS...RECORDS...PLATES...
GET 'EM THERE FASTER

GREYHOUND® PACKAGE EXPRESS

Don't miss deadlines! Remember: it's there in hours ...and costs you less... when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway... *right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day... seven days a week... *including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:

GREYHOUND PACKAGE EXPRESS
Dept. K-9 140 S. Dearborn St., Chicago 3, Illinois

Gentlemen: Please send us complete information on Greyhound Package Express service... including rates and routes. We understand that our company assumes no cost or obligation.

NAME_____ TITLE_____
COMPANY_____
ADDRESS_____
CITY_____ ZONE_____ STATE_____

IT'S THERE IN HOURS...AND COSTS YOU LESS!

Negro Market Publications Form Consolidated Group

NEW YORK, Sept. 26—A merger of three companies representing 58 daily newspapers and two weeklies serving the Negro market has been effected here.

The new entity is Consolidated Publishers. It was formed Sept. 1 by linking Interstate United Newspapers (with 32 newspapers), Associated Publishers (with 24), and Defender Publications (which had 4). All 60 member newspapers were given the opportunity to purchase anywhere from one to ten non-transferrable shares in a Consolidated stock issue. The purchase price was not disclosed.

Officers of Consolidated are C. B. Powell, publisher of the *New York Amsterdam News*, president; John Sengstacke, publisher of the *Chicago Defender*, vp; Howard Murphy, business manager of the *Afro-American*, Baltimore, treasurer; and Thomas Young, publisher of the *Journal & Guide*, Norfolk, Va., secretary.

Sydney A. Smith, formerly assistant advertising manager of *Ebony*, has been appointed general manager of Consolidated, which is located at 545 Fifth Ave. #

Maver Joins 'Metal Progress'

Ronald E. Maver has been named Philadelphia regional manager of *Metal Progress*, published by American Society for Metals. He succeeds Fred Stanley, who is now ad manager of *Metal Progress*. Mr. Maver formerly was affiliated with Penton Publishing Co., where he was market research manager of *Steel*.

Lee Joins Baxter Agency

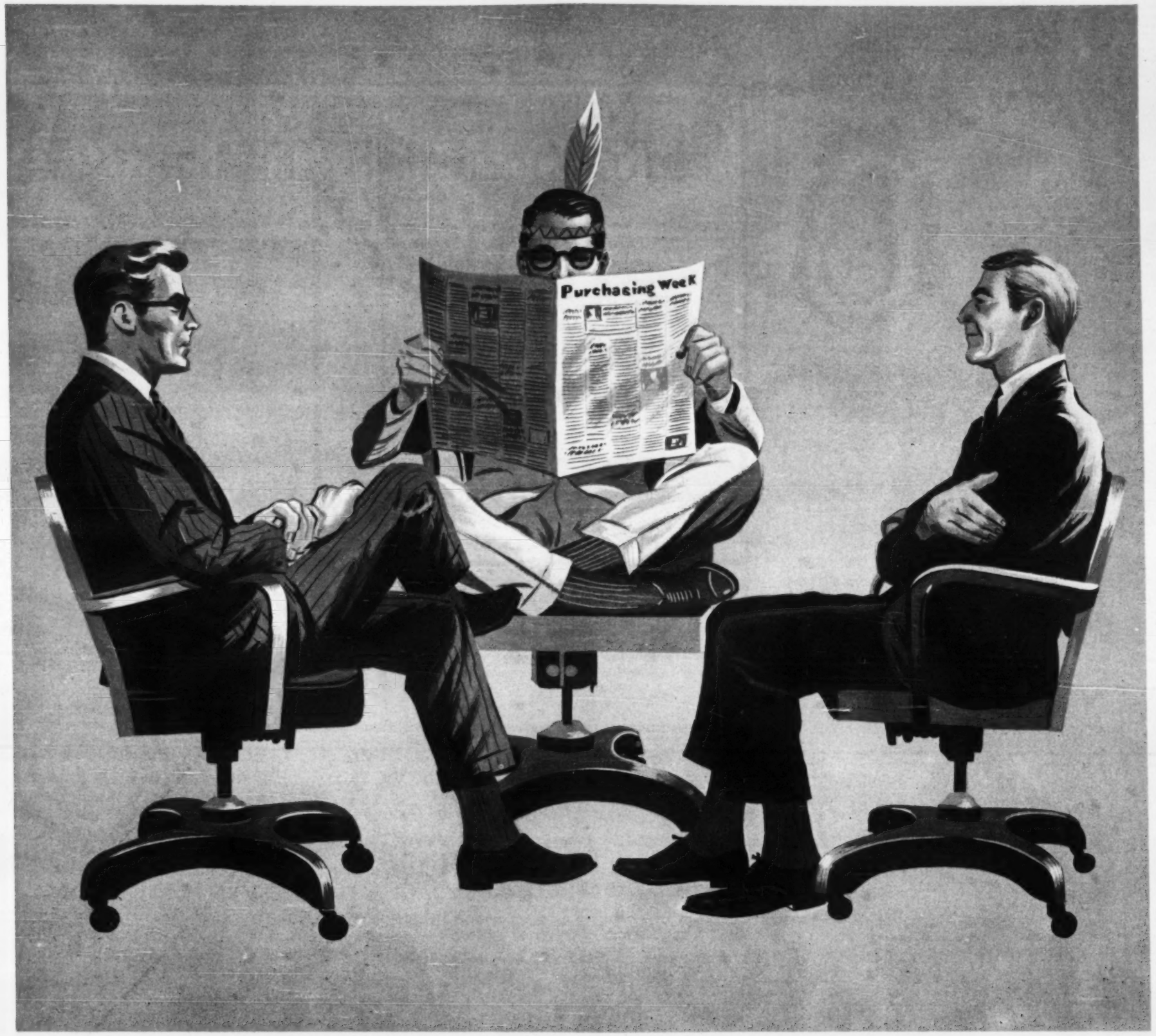
Harold H. Lee has joined William L. Baxter Advertising, Minneapolis, as an account executive. Mr. Lee formerly was ad manager of the feed division of Archer-Daniels-Midland Co. The agency also has added the advertising account of Aluma Craft, boat division of Hupp Corp., manufacturer of sports, fishing, and sail boats.

Royston Dunford Retires

Royston Dunford has retired as director of development and pr of Courtaulds (Alabama) Inc., New York, for reasons of health. He will continue to serve as a marketing adviser to the president.

Kass, Hagan Join Mogul

Ann Kass, formerly with Geer, DuBois & Co., and Thomas P. Hagan, previously with Compton Advertising, have joined the copy staff of Mogul Williams & Saylor, New York.



The new breed of PA sits at management powwows

(and usually has Purchasing Week with him)

There was a time when the purchasing agent was invited to the main lodge but seldom. Today, an estimated 70% of the purchasing agents in major industry sit in on top management parleys. And the percentage is growing.

This elevated status of the PA, **rating a feather in his cap,** came with the realization that a 3% reduction in the cost of purchased materials can equal an 18% increase in sales. Such a sales spiral is virtually impossible in today's competitive market.

The old PA, buying on price alone, was ill-equipped to effect these procurement savings. The new breed employs value analysis and a hard look at price, inventories, delivery schedules, product performance records and material specifications. And he must know where top management wants to go.

Some 25,000 PAs read PURCHASING WEEK every week for business news and detailed information to help them make purchasing decisions. The advertisements tell them which suppliers rate high.

Calling every week on the man your salesmen must contact

Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING
330 West 42nd Street, New York 36, N.Y.

ABC AUDITED PAID CIRCULATION

ABP EDITORIAL LEADERSHIP

Network	Half-hour firsts
ABC-TV	45
Net Y	35
Net Z	22

*Source: Nielsen 24 Market TV

(or how to have yourself a good

Take another look at the numbers. Out of 51 half-hour nighttime periods rated in this latest Nielsen*, ABC-TV was first or second 45 times. *Third only 6 times!* The percentages, you have to say, are very much with you when you go with ABC-TV.

Contributing to this happy state of

and seconds*	Half-hour thirds*
	6
	16
	29

Report, Average Audience, week ending Sept. 10, 1961. All commercial time periods. Mon. thru Sat., 7:30-11 PM; Sun., 6:30-11 PM.

time on network television)

affairs are 6 ABC shows in the top 10: *My Three Sons*, *77 Sunset Strip*, *The Untouchables*, *The Real McCoys*, *The Flintstones*, *Hawaiian Eye*.

No question about it. You can sure have a good time on

ABC Television

At Better Living Congress . . .

Homemakers Accept 'McCall's' Offer to Criticize, Commend Manufacturers

CHICAGO, Sept. 27—When 66 women get together to criticize or commend such things as appliances, homes, carpeting, food, packaging, and a myriad of other such items, manufacturers may not heed—but they listen.

Homemaker-delegates, selected by the editors of *McCall's* to represent America's 45,000,000 families, met here this week for the Fifth Annual Congress on Better Living, sponsored by *McCall's*, to explore aspects of family living under the theme, "The New American Family."

Who are the delegates? 41% of them, who represent all 50 states, are 30-34 years old; the rest range from 20 to 50. 61% are homemakers only; the others have parttime or fulltime jobs. The median family income is just under $10,000. They have a total of 167 children under age 18. 92% own their own homes; median value is $21,000. Almost all the families own at least one car, almost half two cars.

■ In a keynote speech Monday, A. Edward Miller, publisher of *McCall's*, told the delegates and observers at the meeting that, "in talking back to the manufacturers of automobiles, appliances and other products we will discuss here, you will have shown an independence of those manufacturers, their designers, marketers and advertising men."

A number of these manufacturers attended many of the sessions as observers, identified by badges with their names, but not company affiliation.

Mr. Miller advised the delegates that if there is enough of "this talking back," the manufacturers will listen.

"Designs will change, retailing and servicing will change, and the advertising will change to tell you about the other changes," he said. "You will have helped to show that business in this country is not run by anything known as 'big business,' but is really run by you."

He added that it is not easy to make changes because it is not always clear just what we want, with so many differing opinions, but explained that the reason for this meeting is "to clarify our own opinions, which when clarified have great weight."

■ In discussing recent talk in Washington of providing a consumer counsel for the White House staff, Mr. Miller said he favored such a move and said the Congress on Better Living has shown that American consumers have useful opinions, practical suggestions, and a high demand for improved products. He suggested that such a counsel, if it is set up, should turn to a meeting such as this one for up-to-date views on what American consumers need, want and believe. He also offered to such a counsel, reports and findings of this and past congresses.

The *McCall's* congress is an outgrowth of the government-sponsored Women's Congress on Housing, held under the aegis of the Federal Housing & Home Finance Agency in Washington in 1956. *McCall's* took over sponsorship the following year and has since held national sessions in 1957, 1958, and 1960 in Washington. In 1959 regional meetings were held in 143 communities in which 1,500 women participated.

What do the *McCall's* Mrs. Americas have to say about such things as appliances, radio and tv, packaging, and new products?

• Radio, hi-fi and stereo are in, but tv is down, though not out, the delegates decreed. The typical American home, according to the delegates, has from two to five radios, including a portable and a clock-radio, and at least one tv set. Three-quarters of them have a portable tv in addition to the regular set. Radios are located all over the house. Television viewing is slightly down on the part of adults, and just about the same as a year ago for children.

The women are highly cognizant of new developments, especially in stereo. Only one of the 66 owns a color tv set, and she said, "My family and I just love it." Others said they'd like to own a color set "some time" but "not until they get the cost and service problems licked." Disagreeing were several who said, "I couldn't stand those commercials in color, they're bad enough in b&w," and one who commented, "Can't you imagine all that blood in natural color?"

• The women are enthusiastic major appliance owners, although not without some reproaches to the manufacturers. Most preferred the in-between-price washer model; none liked the stripped models; and opinion was divided on "deluxe" models. Some wanted to know what the manufacturers mean by "deluxe"; another asked, "Why not wait a year and get a year-old deluxe model cheaper, as in the auto market?" Some didn't like too many push-buttons on washers, fearing that there would be too much to go wrong mechanically. Others liked automatic controls and some wanted more. Most wanted larger wash machines.

• In refrigerators, the women liked swing out, adjustable and pull out shelves. They didn't like use of plastics inside and didn't like defrosting problems.

About one-third had waste food disposers and liked them; however there was much talk about grinding up silverware, pet turtles and the like. About one-fourth had dishwashers, but most would like to own one. One woman told about her mother in a rural home who owned a modern refrigerator, range and dishwasher, but also had an outhouse.

• The delegates still are complaining about manufacturers' instructions on how to operate appliances. "Should be less pretentious and more functional, fewer words and more pictures," was the consensus. They still are somewhat unhappy about the servicing problem, but many noticed improvement in servicing appliances during the past year, although "the cost has gone up."

The delegates unanimously agreed that they do not like the way most appliances and knockdown devices, including toys, come packaged. Such packages are "impossible to open, items are difficult to assemble," and too often have "missing parts, nuts and bolts," they said.

• They also sharply criticized food packaging: Cardboard cartons are too hard to open; should have real perforations, spouts that work and foldbacks that work; flour and sugar should come in stronger containers; and containers should not have recipes or gimmicks such as spoons or glasses buried in the product.

• The women love their supermarkets—love one-stop shopping, large aisles, wide variety, lower prices, and music in the background. However, some working mothers liked the delivery and charge services offered by small stores.

They all like to try new products, especially those requiring small investments. Most agreed that advertising entices them to try new products. Many like to try a new product more in the winter than in the summer, and most like to experiment with small sizes, in case they don't like it.

All have tried and continue to use cake mixes, but most feel they can bake a better cake. Many feel mixes and doughs are a great convenience, but when they have more time after the children are grown they won't use mixes as much, because they enjoy cooking.

About half the delegates said they had some overweight problem in their family, and do use low-calorie, diet food products occasionally. Many felt the new diet foods are a trend, not just a fad.

• When they have to buy prescription drugs for the family, the homemakers rely almost completely on their local druggist. Not one has used a drug discount house and only one utilizes the department store drug department. Loyalty to the drugstore carries over into the non-prescription field as well. More than half the women buy such items as first-aid supplies, headache remedies, vitamins, antiseptics and other such items at drugstores.

The women also love to shop for furniture and floor coverings. they agreed, and many even prefer this to shopping for clothes. They spend a long time to find what they want; many shop for major furnishings from six months to two years before making the purchase. They get their decorating ideas mainly from magazines, model rooms at department stores, or from furnished model homes of builders. #

Your Advertising Can Be a GUEST with Us . . . in Cincinnati Homes

Surveys prove that advertising is one of the features for which people buy daily newspapers. Readers pay to see your offerings. Long-time excellence of editorial matter combines with continued advertising leadership to make the Post and Times-Star the favorite daily of Greater Cincinnati families . . . 73% of whom read it . . . 43% of whom read no other. Lowest milline rates. Be a guest with us . . . spend the evening with the family!

7 out of 10 Cincinnatians read the Cincinnati POST Times-Star

★

Largest Circulation of any Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

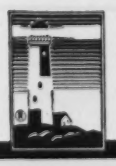
43% Read No Other Daily

★

One of the nation's lowest Milline rates

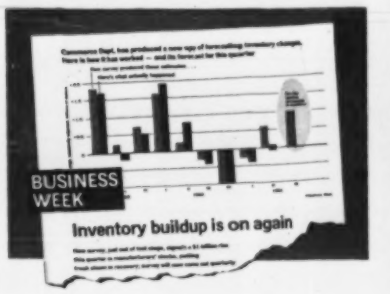
★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.



ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers



McGraw-Hill publications reach your most important customers and prospects in these major markets:

AEROSPACE
Aviation Week and Space Technology

ARCHITECTURE
Western Architect & Engineer

APPLIANCE-RADIO-TV
Electrical Merchandising Week

ATOMIC ENERGY
Nucleonics

BUSINESS MANAGEMENT
Business Week

COAL MINING
Coal Age

CHEMICAL PROCESS INDUSTRIES
Chemical Engineering
Chemical Week

CONSTRUCTION
Construction Methods & Equipment
Engineering News-Record

DISTRIBUTION-INDUSTRIAL
Industrial Distribution

ELECTRICAL CONSTRUCTION AND MAINTENANCE
Electrical Construction & Maintenance

ELECTRICAL GOODS
Electrical Wholesaling

ELECTRICAL UTILITIES
Electrical World
Power
Electrical West

ELECTRONICS
Electronics

INSTRUMENTATION AND CONTROL
Control Engineering

MANUFACTURING PLANT OPERATION
Factory

METAL & NONMETALLIC MINING
Engineering and Mining Journal
E&MJ Metal & Mineral Markets

METALWORKING
American Machinist/Metalworking Manufacturing

OFFICE TRAINING
Today's Secretary
Business Education World

PETROLEUM
National Petroleum News

POWER
Power
Electrical World
Electrical West

PRODUCT DESIGN
Product Engineering

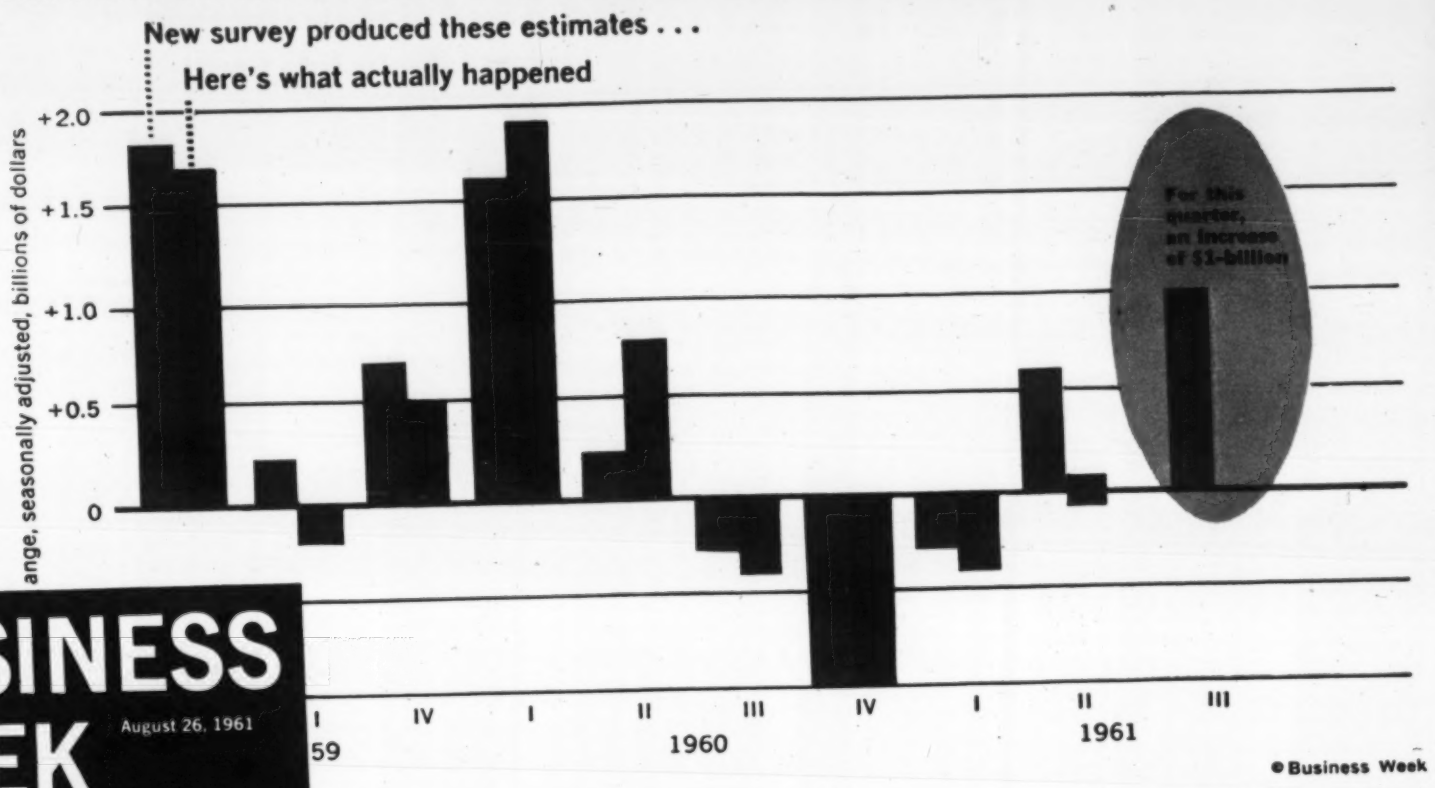
PURCHASING-INDUSTRIAL AND BUSINESS
Purchasing Week

TEXTILES
Textile World

TRUCK AND BUS FLEETS
Fleet Owner

OVERSEAS PUBLICATIONS
International Management (English, Spanish and Portuguese Editions)
Automobile International
Ingenieria Internacional Construccion
Metalworking Production (Great Britain)

Commerce Dept. has produced a new way of forecasting inventory changes. Here is how it has worked — and its forecast for this quarter



BUSINESS WEEK August 26, 1961

Inventory buildup is on again

New survey, just out of test stage, signals a $1-billion rise this quarter in manufacturers' stocks, putting fresh steam in recovery; survey will now come out quarterly

No matter how good (or bad) business may seem, you can always find more if you go after it. Consistent advertising in McGraw-Hill publications is the most economical way to cover prospects in your major markets.

McGraw-Hill PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

Street & Smith to Move

Street & Smith Publications will move its New York office Oct. 9 to 420 Lexington Ave., where Conde Nast Publications is housed. Street & Smith was purchased by Conde Nast in August, 1959, in a stock and cash arrangement involving about $4,000,000. Three months later, Nast consolidated the circulation departments of the two companies' magazines: *Glamour, Vogue, House & Garden* and *Bride's Magazine*, published by Conde Nast; and *Charm, Mademoiselle* and *Living For Young Homemakers*, published by Street & Smith. About the same time *Charm* was merged into *Glamour*.

'Life' Sets New Ad Push

Life has launched an ad campaign promoting its new "Slice of Life" research project. Ads have been scheduled in the *Chicago Daily News, Detroit Free Press, New York Herald Tribune, New York Times*, and editions of the *Wall Street Journal*. Handled for *Life* by Alfred Politz, the research project involved gathering lists of recent buyers from supermarkets, auto dealers, liquor stores, druggists, department stores, and other retail outlets.

Rem Sets 17 Market Drive

Block Drug Co., Jersey City, will promote Rem cough medicine in 17 major markets starting early in October with a radio and television campaign. Negro and Spanish radio stations will be used in certain areas. The drive varies in individual markets from 13 to 24 weeks. Lawrence C. Gumbinner Advertising, New York, is the Rem agency.

EAT TO TRIM—*Knox Gelatine Inc. will run this four-page color gatefold in the October Ladies' Home Journal and Chatelaine (Canada) to promote its "Eat and reduce" diet plan. The Journal insert is perforated for easy removal.*

Magazine Circulation Rises

Magazine Publishers Assn. has announced that U.S. magazine circulation increased by 4.4% to 152,806,457 in the first half of 1961. The figures, covering 116 MPA members audited by ABC, showed subscriptions up 7.1%, single copy sales down 1.5%.

Turgeon Gets New Post

National Geographic Magazine has appointed William Turgeon western manager, succeeding Leslie R. Gage, who died Sept. 7 (AA, Sept. 11). Mr. Turgeon has been a member of the magazine's Chicago sales staff for the past eight years.

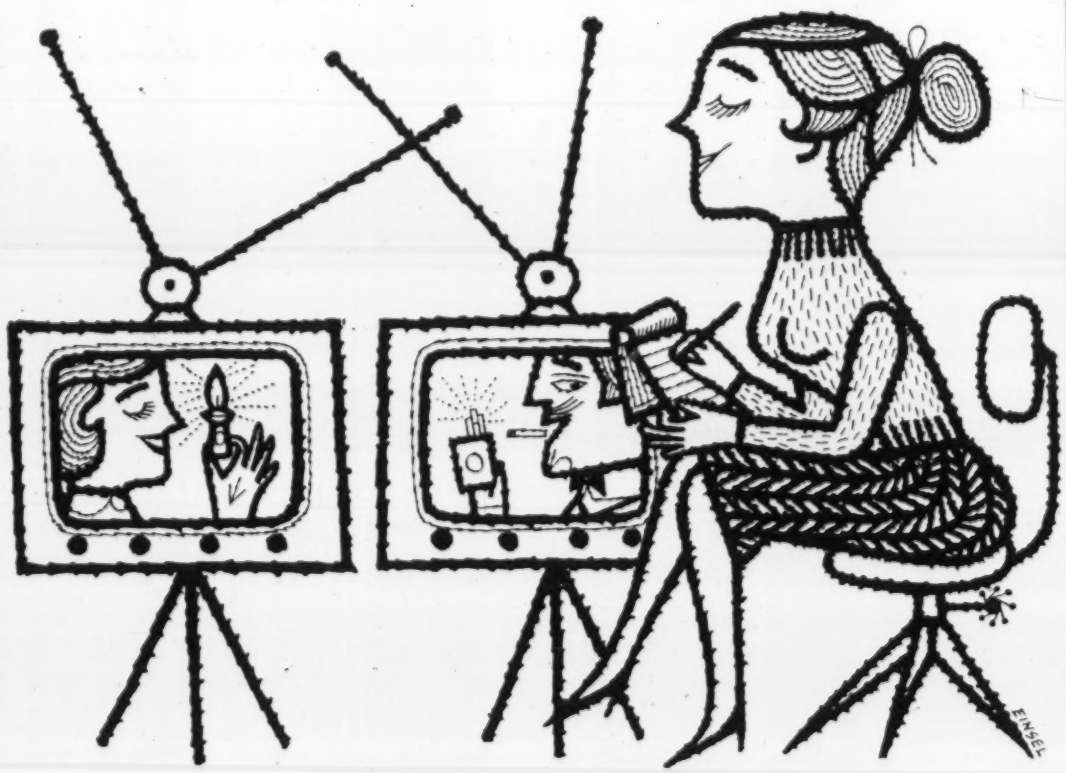
Cudahy Names Jeffords

Patrick Cudahy Inc., Cudahy, Wis., meat packer, has appointed James Jeffords Agency, Milwaukee, as its agency, succeeding Al Herr Agency, Milwaukee. Cudahy said the change was made to "put new emphasis on regional marketing and advertising plans."

M. R. Santangelo Promoted

Michael R. Santangelo, director of public relations and special events of Westinghouse Broadcasting Co., New York, since 1957, has been named assistant to the station group's programming vp, Richard M. Pack.

NEED HELP
to spot
missing
spots?



Call Kelly Girl® service for broadcast monitors, or survey takers, or telephone campaigners, or copy typers, or what have you that has to be done. Name it. The time, the place, the job. We're ready to work for you as soon as you give us the word. And we do work that satisfies in any job we take on. That's guaranteed 100%. You don't pay us unless we do. Fair enough? Try us next time you need temporary help. We have 140 offices nationwide, and a call to the one in your city can put us to work for you anywhere in the country.

KELLY GIRL® SERVICE, INC.

Locally Edited
Sunday Magazine
"ORBIT"
now rotogravure!

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Largest Sunday Circulation
in the Southwest!

Published by The Oklahoma Publishing Co.
Katz Agency, Representatives

IT'S THE MARKET DELIVERED THAT COUNTS!

watch the women go Buy!

The high-buying ladies of The Oregon Market are the key to more than $2.6 billion in annual retail sales in this rich, growing Northwest area. And the advertising-wise retailer knows from experience that the key to the key is The Oregonian . . . the ONE medium that's big as all The Oregon Market. That's why he ran more lines of advertising in The Oregonian last year than ever before . . . the most in 110 years!

the Oregonian

PORTLAND, OREGON

Growing Medium in One of America's Growingest Markets.

Represented Nationally by Moloney, Regan & Schmitt, Inc.

the
BIG
MEMPHIS
Market

with 1½% of
the country's
population earned
$3.088.268.000 in
1960 and spent:
$73.383.000 for drugs
$477,708.000 for food
$122.244.000 for apparel
$86.666.000 for home furnishings
$402.151.000 for automotive needs
$170,195.000 for gas station needs
$232,156.000 for general merchandise
$2,096.582.000 in total retail sales
Impressive? Yes, and add to it the position of 13th largest newspaper market in the nation and concentrated coverage by two great Memphis newspapers in the natural distribution area.

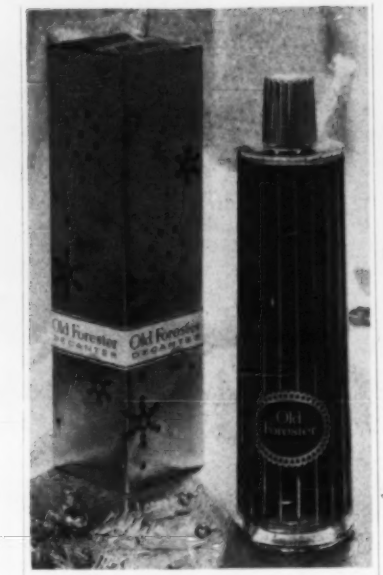
to buy the Memphis Market . . .
buy Memphis newspapers

write for complete market data

THE
COMMERCIAL
APPEAL
•
MEMPHIS
PRESS-SCIMITAR

MEMPHIS, TENNESSEE

Scripps-Howard Newspapers



GOLD STRIPE—*Brown-Forman Distillers Corp.'s Old Forester gift decanter will have a 14-carat gold stripe (AA, Sept. 25).*

WLW-C Appoints Three

WLW-C, Columbus, O., has appointed Bud Gillis special broadcast services director, Merv Durea program manager, and John Burpee promotion manager. Mr. Gillis was formerly program manager, Mr. Durea was formerly promotion manager, and Mr. Burpee was formerly promotion manager of WJAR-TV, Providence, R.I.

David Traum Promotes Berger

Alan Berger, manager of advertising and packaging of David Traum Co., New York, notions manufacturer, and its two subsidiaries, Heirloom Needlework Guild and Columbia-Minerva Corp., manufacturers of yarns and wools, has been appointed director of advertising and packaging, a new post.

Nevins Named Ad Manager

Robert Nevins, formerly a product manager of Whitehall Laboratories, New York, has been named advertising manager of the fiber products division of Kendall Co., Walpole, Mass. He has also been appointed general manager of the company's professional beauty products division.

WTRF-TV STORY BOARD

WATCH 'em go! An old Indian said to his son, "Some day all this land will belong to the red man again. Paleface all go to the moon."

"WATCH, man!" WATCH wtrf-tv

WATCHing them disappear! Speaking of Indians, just gotta report Ralph C. Gaynor's comment as he looked over his nephew's collection of Indian nickels, sadly he observed, "Gee, now they even took the Indians off the nickels!"

WATCH Wheeling

WATCH, man! The breadwinner came home lopsided and explained that he did not have his paycheck. "I bought something for the house," he said. "And what did you buy for the house?" asked his wife. "Twelve rounds of drinks," he said proudly.

WATCH Seven

WATCH 'em! Power brakes may stop a car on a dime—but it usually costs $100 to get the rear end fixed!

WATCH wtrf-tv

WATCH words! The installment collector came around to remind Joe he was seven payments behind on his piano. "Well," replied Joe, "the company advertised 'pay as you play'—and I pay very poorly."

WATCH Wheeling

WATCH him! She read it, "Biochemist claims kissing has an intoxicating effect." He said it, "Let's just have one more for the road, baby!"

WATCH Seven

WATCH out! New record album out, strictly for the ladies. Its title: "Bitch With Mitch".

WATCH wtrf-tv

WATCHing Seven is what comes naturally to the buying folks in the Wheeling-Steubenville Industrial Ohio Valley. Is our big WTRF-TV audience getting your message? See Hollingbery!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Network Radio's Top Advertisers*

Based on Four Weeks Ending Aug. 6, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Standard Brands Inc. (CBS, MBS, NBC)	358	160,679
2	Pepsi-Cola Co. (4 Nets)	425	140,064
3	Liggett & Myers Tobacco (CBS, MBS, NBC)	312	131,839
4	Chevrolet-General Motors (CBS, NBC)	217	120,622
5	R. J. Reynolds Tobacco (4 Nets)	266	87,685
6	Mennen Co. (4 Nets)	269	86,988
7	Philip Morris Inc. (CBS, NBC)	175	73,885
8	Metropolitan Life Insurance (NBC)	129	70,228
9	Minnesota Mining & Mfg. (MBS)	195	70,177
10	Int'l Min. & Chem. Corp. (CBS, NBC)	134	66,667
11	Seven-Up Co. (ABC, CBS, NBC)	169	66,221
12	Aluminum Co. of America (MBS)	161	62,161
13	Midas Inc. (ABC, CBS, NBC)	113	52,867
14	Ex-Lax Inc. (4 Nets)	154	47,218
15	Sterling Drug Inc. (MBS, NBC)	121	45,650
16	Automotive-American Motors (MBS, NBC)	130	43,028
17	P. Lorillard Co. (4 Nets)	142	36,838
18	American Tel. & Tel. Co. (4 Nets)	126	33,678
19	Bristol-Myers Co. (ABC, CBS)	62	28,139
20	Norwich Pharmacal Co. (CBS)	53	25,865

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Mins. Del'd (000)
1	Standard Brands Inc. (CBS, MBS, NBC)	275	113,130
2	Chevrolet-General Motors (CBS, NBC)	198	102,630
3	Liggett & Myers Tobacco (CBS, MBS, NBC)	239	93,555
4	Mennen Co. (4 Nets)	197	59,694
5	Pepsi-Cola Co. (4 Nets)	180	56,040
6	Metropolitan Life Insurance (NBC)	109	53,478
7	Philip Morris Inc. (CBS, NBC)	128	48,618
8	Minnesota Mining & Mfg. (MBS)	136	48,311
9	R. J. Reynolds Tobacco (4 Nets)	161	47,516
10	Seven-Up Co. (ABC, CBS, NBC)	126	44,506
11	Int'l Min. & Chem. Corp. (CBS, NBC)	93	43,146
12	Sterling Drug Inc. (MBS, NBC)	114	39,874
13	Midas Inc. (ABC, CBS, NBC)	85	37,072
14	Automotive-American Motors (MBS, NBC)	103	31,649
15	Aluminum Co. of America (MBS)	81	29,244
16	P. Lorillard Co. (4 Nets)	114	26,079
17	Ex-Lax Inc. (4 Nets)	85	25,032
18	Oldsmobile-General Motors (CBS)	43	22,642
19	Bristol-Myers Co. (ABC, CBS)	48	20,285
20	General Foods Corp. (ABC, CBS)	34	18,595

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Information for Advertisers

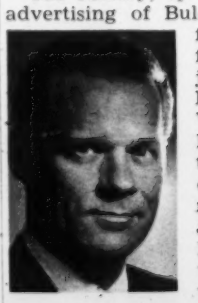
Market trends in school enrollment, construction expense and operating expenditures are covered in an eight-page market data file, published by **School Product News**, 812 Huron Rd., Cleveland 15.

• An analysis of distribution in the industrial safety market is available from **Occupational Hazards**, 812 Huron Rd., Cleveland 15.

• A six-page survey report, measuring the current use and comparative preferences of paper, plastic and other types of cottage cheese containers, has been published by **Milk Dealer**, Olsen Publishing Co., 1445 N. Fifth St., Milwaukee 12. #

Jell-O Names Tad Jeffery

Tad Jeffery, vp and director of advertising of Bulova Watch Co. for the past four years, has joined General Foods Corp., White Plains, N. Y., as advertising and merchandising manager of the Jell-O division. He previously was general advertising manager of Kraft Foods Co. for seven years and has held advertising posts with Lever Bros., J. Walter Thompson Co., and Montgomery Ward.



Tad Jeffery

Meldrum Boosts Lendzian

John F. Lendzian, assistant research director of Meldrum & Fewsmith, Cleveland, has been promoted to manager of marketing research in the marketing services group. The agency also has named Charles A. Pichelmayer, formerly of Campbell-Ewald Co., an associate research director in the same group.

Conover-Mast Names White

Construction Equipment, a Conover-Mast publication, has named Robert L. White a midwestern representative, headquartered in Chicago. Mr. White was formerly a regional business manager of *Iron Age*, headquartered in Cleveland.

Two Airports Name TDI

Nashville Municipal Airport and Albany County Airport have named Transportation Displays Inc., New York, exclusive advertising representative. TDI now is advertising representative for 29 airports.

Wythe Engineering to Ritter

Wythe Engineering Co., Brooklyn, metal fabricator, has named Ritter, Sanford, Miller & Kampf, New York, as its first agency.

FAIRCHILD
BUSINESS NEWSPAPERS

spent 7 million dollars last year just to gather business news. Small wonder. Fairchild knows

THE BIG DIFFERENCE IS

NEWS

That difference has made it the largest business newspaper organization in the world.

It's expensive coverage, but it's the kind of coverage that can't be resisted by the men and women you think of as prime buying influences.

Rivalry for Share of Business Seen Growing as European Ad Field Booms

(Continued from Page 3)

Advertising Assn. here last week (AA, Sept. 25).

Ilmar Roostal, general manager of Centimart AG, international marketing and research organization of Zurich, predicted that advertising in western Europe, estimated by IAA at $3.85 billion in 1960, will increase to $5.65 billion by 1965, bringing the per capita expenditure to about $17 from the present $12. (In the U.S. present per capita ad expenditures are about $67.)

The largest percentages of growth, Mr. Roostal said, will come outside of the English and German speaking areas, which now account for two-thirds of the European total. Although total advertising in the United Kingdom and Eire, West Germany, Austria and Switzerland can be expected to rise to $3.6 billion from the present $2.6 billion by 1965, these countries will represent only 60% of western European advertising by the latter year, he said.

■ Advertising is most highly developed in England at present, Mr. Roostal said, but by 1965 it can be expected that volume in the German-speaking countries will exceed that in English-speaking countries, he said, and volume in France and the Benelux countries will also expand rapidly.

By 1965, Mr. Roostal estimated, advertising in western Europe will look like this:

1965 Estimates

Country	Total Advertising (000,000 omitted)	Per Capita
West Germany, Austria, Switzerland	$2,000	$29
United Kingdom, Eire	1,600	29
France	650	14
Denmark, Finland, Norway, Sweden, Iceland	500	24
Belgium, Luxemburg, Netherlands	370	17
Italy	350	7
Spain, Portugal	150	3.6
Cyprus, Greece, Turkey	30	0.8
Total West Europe	$5,650	$17

The greatest percentage of increase for the five-year period will be in Italy, he predicted, where he expects advertising expenditures to more than double, from $3 to $7 per capita. In France, he predicted, the per capita figure will move up from $8 to $14. By contrast, the English increase is estimated at from $24 to $29, and the German-speaking from $19 to $29.

Dr. Walter Scheele, marketing director, Werbeagentur Dr. Hegemann GmbH, Dusseldorf, presented an interesting example of the changing status of the European consumer market. Describing the Knorr company's introduction of five "complete main dish" meals in cans, Dr. Scheele reported that Knorr made dehydrated soups and certain other products and sold them in numerous countries before deciding that there was a market in Europe for complete main dish items, such as ravioli, meats with vegetables, etc.

One of the principal reasons for the decision, he said, was the great increase in women in the labor force in Germany, and particularly the increase in working wives. Another was the impressive growth of supermarkets.

Researching the field, Knorr finally abandoned the idea of producing quick frozen products, since only 2% of European families have refrigerators with separate freezer compartments, and instead decided to put its products in cans.

■ Knorr main-dish foods have achieved 25% distribution in Germany in four months, he said, a handsome figure for a specialty of this kind. There are five products, and the decision was made to make them only in one size and to sell them all at the same price. Introductory deals to the trade involved a "variety pack" of mixed cases of the five products, distributed in various ways to meet localized tastes in foods.

The new Knorr food line can be expected to move into other markets after its initial tests in Germany, Dr. Scheele implied, as the growth of supermarket selling and the interest of European women, particularly working wives, plus the student and camping-holiday markets, add up to substantial numbers of logical prospects for canned meals.

■ A considerable portion of the conference was devoted to discussing marketing research, advertising education and the development of various types of media.

Dr. Julius Schwenzner, president of the Assn. of German Market Research Institutes, Bonn, reported that opinion, marketing and media research have all become recognized as basic elements in marketing programs, and John Ortengren, head of the research department of Tessabs Annonsbyra, Stockholm, asserted that $100,000,000 is being spent in various types of marketing research in Europe now, and the figure will probably triple by 1969.

INTERNATIONAL ADMEN—*Elmo C. Wilson of New York, president of International Advertising Assn., welcomes an audience estimated at almost 1,000 to the opening session of the fourth biennial European conference of the IAA in Madrid.*

Pedro Prat Gaballi, Oesta Agency, Barcelona, in a speech reminiscent of many heard recently in the U. S., suggested that European advertisers, on the verge of tremendous expansion, must not only learn new and more efficient techniques, but must also be careful to avoid excesses in advertising zeal of the kind which has created public relations problems in the U. S.

"The example of the U.S. must be in front of all of us," he said.

Jean-Max Lenormand, R. L. Dupuy Advertising Agency, Paris, in another talk reminiscent of many recently heard in the U. S., reviewed the state of professional education for advertising in Europe, including a detailed review of advertising courses given in England and France. There is a greater scarcity of competent advertising personnel in western Europe than of most other kinds of workers, he said.

Jacques Dauphin, president, Federation Internationale de la Publicite Exterieure, Paris, gave the conference a pictorial review of outdoor advertising around the world, and emphasized the need for greater standardization of posters in western Europe.

His organization has found at least 55 different poster sizes in use in western Europe, he said, and is hoping to reduce the number to six standard dimensions, thus making it easier for posters to be produced for use in more than one country.

R. R. Walker, advertising director, Aspro Nicolas Ltd., London, reported to the conference that Asia and Africa are emerging from darkness as consuming continents and now represent substantial markets for a variety of products. Unfortunately, he said, few if any advertising agencies are knowledgeable about marketing conditions in these areas.

G. P. Wethered, director of Intam Ltd., international division of London Press Exchange, told the conference that three times as many Europeans are watching commercial television now as in 1957. In that year there were 6,000,000 sets capable of receiving commercial tv; by the end of 1959, the figure had grown to 13,750,000; and by December, 1960, to 18,000,000, he said.

Development of commercial tv in Great Britain has not hurt press advertising, where total advertising volume has continued to grow, he said, but it has caused the earlier demise of some weaker publications. Movie going has suffered substantially, however. Admissions in 1955 (when commercial tv was announced) were 25,000,000 weekly, he said; now they are 9,000,000.

Jo Linten, general director, Movierecord, Madrid, told the conference that the prestige of movies as an advertising medium is extremely high in Europe. He demonstrated many of the movies and tv commercials turned out by his organization at a gala reception and entertainment.

van de Merghel Elinder Farner Wilson Ruescas Visconte

MULTI-LINGUAL SESSIONS—*International Advertising Assn. members heard talks simultaneously translated into three languages in the auditorium of Delegacion Nacional de Sindicatos in Madrid. Panelists at one session were Leon van de Merghel, president of IAA in Belgium and general manager, Planning Publicitaire, Brussels; Erik Elinder, regional vp of IAA and managing director, Wilh Anderssons Annonsbrya, Stockholm; Dr. Rudolf Farner, president, European council of IAA and head of Farner Advertising & PR Agency, Zurich; Elmo C. Wilson, president of International Advertising Assn. and of International Research Associates, New York; F. C. Ruescas, Ruescas Publicidad, Madrid; and Maria Bergamesco Visconte, Selecionnes del Reader's Digest, Rome.*

70% of Women Shop at Discount Houses, 'Good House' Finds

NEW YORK, Sept. 26—Discount stores have created a "retailing revolution" but "despite their use by millions of women, many do not have the full confidence of a significant number."

That was one of the major points uncovered in a *Good Housekeeping* survey of its consumer panel. The magazine also reported the following findings in the discount area, where "consumers spent an estimated $4 billion," nearly a third of all department store sales:

Seven of every ten women polled "bought something" in discount stores; more than 50% made their purchases within the last year.

About 55% of the women said they "preferred" to buy "certain items" at discount stores. Most frequently mentioned were appliances, 35%; "any nationally advertised brand," 23%; household items, 21%; drugs and toiletries, 20%; and toys, 17%. Some women checked more than one.

■ A larger number—60%—said they "would never buy" certain items in the stores. Of these, 39% asserted they wouldn't buy discounted clothing; 38% said appliances; 12%, furniture; 9%, "items not brand names"; 9%, shoes; 9%, jewelry; and 7%, "items not guaranteed or needing service."

The "most common reasons" for "reluctance to buy" were: Difficulty getting repairs, servicing or installation, 39%; poor quality or workmanship, 36%; fit or styling not good, 11%; "prefer local stores," 8%; and "do not carry brand products," 7%.

Good Housekeeping quoted J. Gordon Daikins, exec vp of the National Retail Merchants Assn., as saying that department stores "will concentrate on quality fashions and personal services, but will reduce costs to meet price competition by having some sections on a self-service basis."

■ The magazine said that "as a result of their merchandising methods, discount stores have operating costs of from 15% to 20% above what they pay for the products they sell." The figure for regular department stores is 34%, it said.

The publication concluded: "Leading discounters have begun to improve quality and to increase services, thus closing the gap between their operations and department stores. The result is a new department store—one designed to meet increasing consumer demand for discount prices and, at the same time, retaining some of the traditional services many shoppers like." #

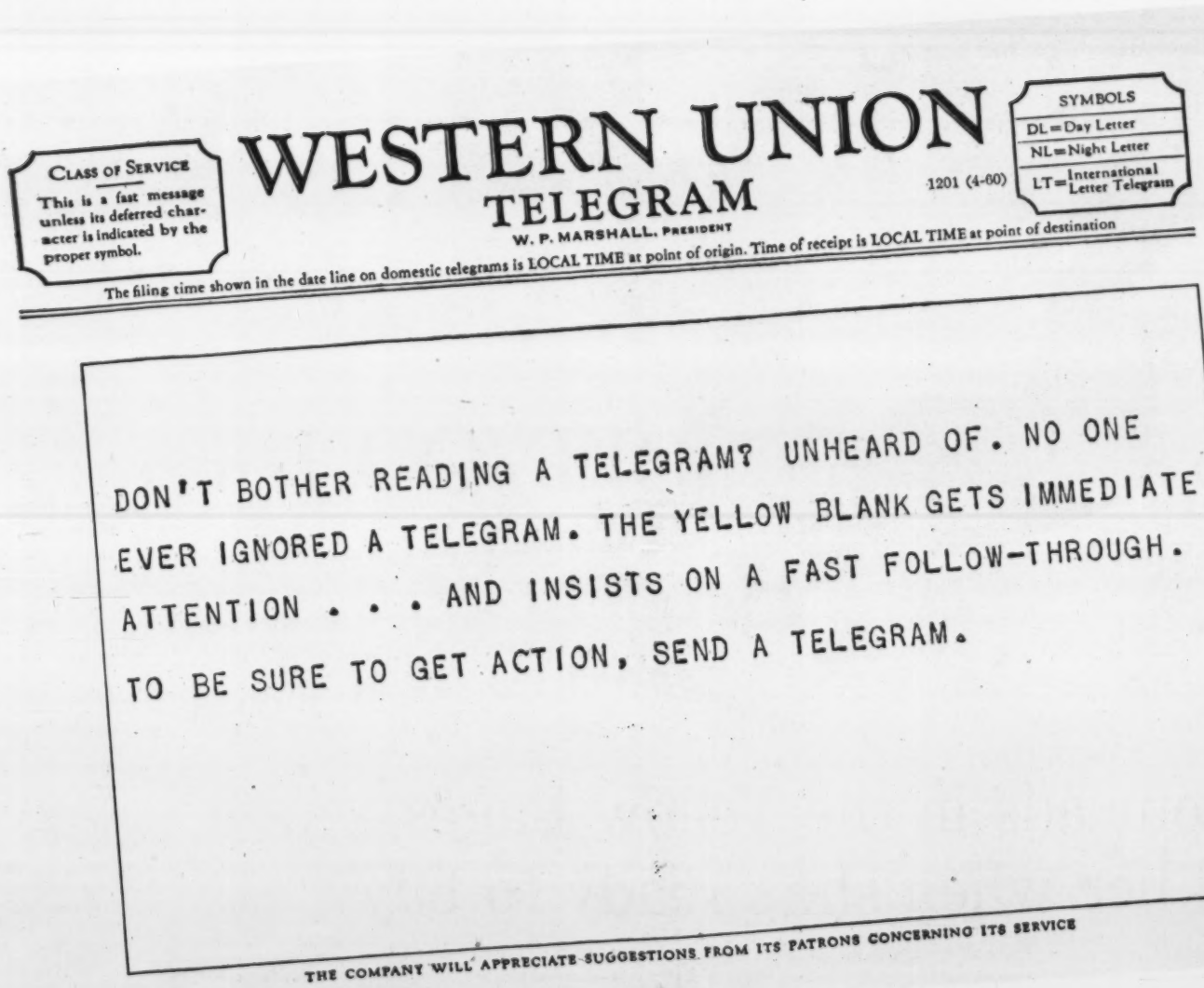
New Weekend 'Globe' Bows

The *St. Louis Globe-Democrat* introduced the *Globe*, a combined edition of Saturday and Sunday editions on newsstands Friday, Sept. 29. The combined package consists of the regular Sunday color comics; *The American Weekly*, *This Week Magazine* and *Globe Week-end Sunday Magazine* supplements; complete feature, real estate, entertainment, and television sections, news and sports and the regular news, comics and features formerly appearing in the Saturday issue.

'Journal' to Cramer-Krasselt

Milwaukee Journal has appointed Cramer-Krasselt Co., Milwaukee, its agency for circulation and institutional advertising in its distribution area. Klau-Van Pietersom-Dunlap will continue to handle national advertising for the company.

Don't bother



CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

DON'T BOTHER READING A TELEGRAM? UNHEARD OF. NO ONE EVER IGNORED A TELEGRAM. THE YELLOW BLANK GETS IMMEDIATE ATTENTION . . . AND INSISTS ON A FAST FOLLOW-THROUGH. TO BE SURE TO GET ACTION, SEND A TELEGRAM.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

BANGOR

Maine's *FIRST* Media-Market

8th IN NEW ENGLAND

Served by Maine's Largest Daily Newspaper, larger than any morning or evening New England newspaper published north of Boston.

See the new *U. S. Market Ratings* in our National Newspaper Cumulative County Markets study.

Get the facts. Ask for NNCCM today!

Bangor Daily News

Represented by Johnson, Kent, Gavin & Sinding, Inc.

CBS Radio Should Be in Black in '62, Hayes Tells Affiliates

NEW YORK, Sept. 26—Arthur Hull Hayes, president of CBS Radio, predicted last week that the network will pass the "break-even point in 1962" (AA, Sept. 25).

Mr. Hayes made the forecast at the annual meeting of the CBS Radio Affiliates Assn. He said the black ink level for the network—aside from its owned stations, which traditionally make money—would have been reached this year except for the economic slack during the first half of the year.

His report included the news that sales on such personality shows as Art Linkletter's, Garry Moore's and Arthur Godfrey's ranged from 75% to 100%. He emphasized that CBS is the "only network now with the big-name personalities." Besides Messrs. Linkletter, Moore and Godfrey, the schedule features Durward Kirby, Bing Crosby and Rosemary Clooney and a new show with comedian Carol Burnett and singer Richard Hayes.

Reporters who roamed the Waldorf-Astoria to talk to station men found them in a mellow mood. It was quite a contrast with other years when affiliate gatherings as a matter of course brought with them controversy and dissension.

■ Part of the glow came from a flattering message sent to the meeting by FCC Chairman Newton Minow, who praised the broadcasters for their documentaries, news analyses and community affairs programming, and CBS for its public information coverage and for "occasionally massaging the egghead."

Named to head the association were E. K. Hartenbower, KCMO, Kansas City, chairman; Larry Haeg, WCCO, Minneapolis, vice-chairman; and Joe L. Smith Jr., WJLS, Beckley, W. Va., secretary-treasurer. #

Champ Mochizuki of Maui is an [illegible] in Iran

C. Brewer & Co., Ltd.

EXPANSION—*C. Brewer & Co., Honolulu, boasts of its global expansion in agricultural activities, through new subsidiaries in overseas areas, with newspaper ads like this. Other ads will emphasize other growth aspects of the company. Holst & Male is the agency.*

WNBQ Appoints Two

Hugh F. Del Regno has been appointed director of business affairs of WNBQ and WMAQ, Chicago. Mr. Del Regno was formerly director of business affairs for NBC owned stations and NBC Spot Sales division, New York. At the same time, WNBQ has appointed Ed Denten an account executive in its sales department. Mr. Denten has been on the sales staff since 1960.

Heyden Newport Boosts Houston

William J. Houston, formerly vp in charge of marketing of Nuodex products division of Heyden Newport Chemical Corp., New York, has been named to the new title of exec vp of the division.

Advertisement

IT'S ALWAYS VACATION TIME in Vermont! And the money tourists spend in this 4-season vacationland helps keep Vermont a Sweet Market. With one order, one bill, one buy, you can beam your sales message through the six key dailies that blanket the area where 93.9% of the state's $652 million buying power originates.

For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

She may get the message here, but...

your ads in the Yellow Pages sell her when she's ready to buy

No matter what market your advertising is designed to cover, the Yellow Pages completes your *advertising-selling* job. Your *selling* message in the Yellow Pages will reach your "ready-to-buy" prospects . . . and will help them decide *what* and *where* to buy.

With National Yellow Pages Service, you can cover your precise markets by choosing any combination of 4,000 directories across the country. And one contact, one contract, one monthly bill cover your entire program.

To find out more about this Yellow Pages service that will make your regular advertising pull more results, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

NATIONAL YELLOW PAGES SERVICE

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

Applying the pressure where it does the most good is a proven principle in child upbringing, and it is even more important in advertising to really reach the target effectively with concentrated COVERAGE where it counts most.

New York, Chicago and Philadelphia are the pivotal markets where pre-selling of millions of heavy spending customers through adequate advertising combines with the mass sales volume of giant self-service super markets to produce over 17% of all U. S. Food and Grocery store sales.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and T.V. thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

Further, in 227 Industrial North and East counties — which account for over 27% of total U. S. Food and Grocery store sales — FIRST 3 MARKETS GROUP delivers an audience of 44% of all families.

Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Coming Conventions

(Listed Alphabetically)

Advertising Federation of America, 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Agency Management Seminar, sponsored by Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Management Assn., workshop seminar on package design and merchandising, Hotel Astor, New York, Oct. 2-4.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

Industrial Advertising Research Institute, second annual research forums, Plaza Hotel, New York, Oct. 18, and Sheraton-Blackstone Hotel, Chicago, Oct. 25.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Mutual Advertising Agency Network, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Sheraton-Dallas Hotel, Dallas, Oct. 9; Jefferson Hotel, St. Louis, Oct. 13; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8; western regional meeting: Miramar Hotel, Santa Monica, Cal., Oct. 13-15.

National Newspaper Promotion Assn., midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24; 10th annual western regional workshop, Winthrop Hotel, Tacoma, Wash., Oct. 1-4; southern regional workshop, Claridge Hotel, Memphis, Oct. 11-14.

New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston, Oct. 2-3.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Printing Industry of America, diamond jubilee convention, Pittsburgh Hilton Hotel, Pittsburgh, Oct. 9-14.

Radio Bureau of Advertising, The Town House, Omaha, Oct. 5-6; Rickey's Studio Inn, Palo Alto, Cal, Oct. 9-10; Detroit, Oct. 12-13.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

Newsprint Consumption Dips

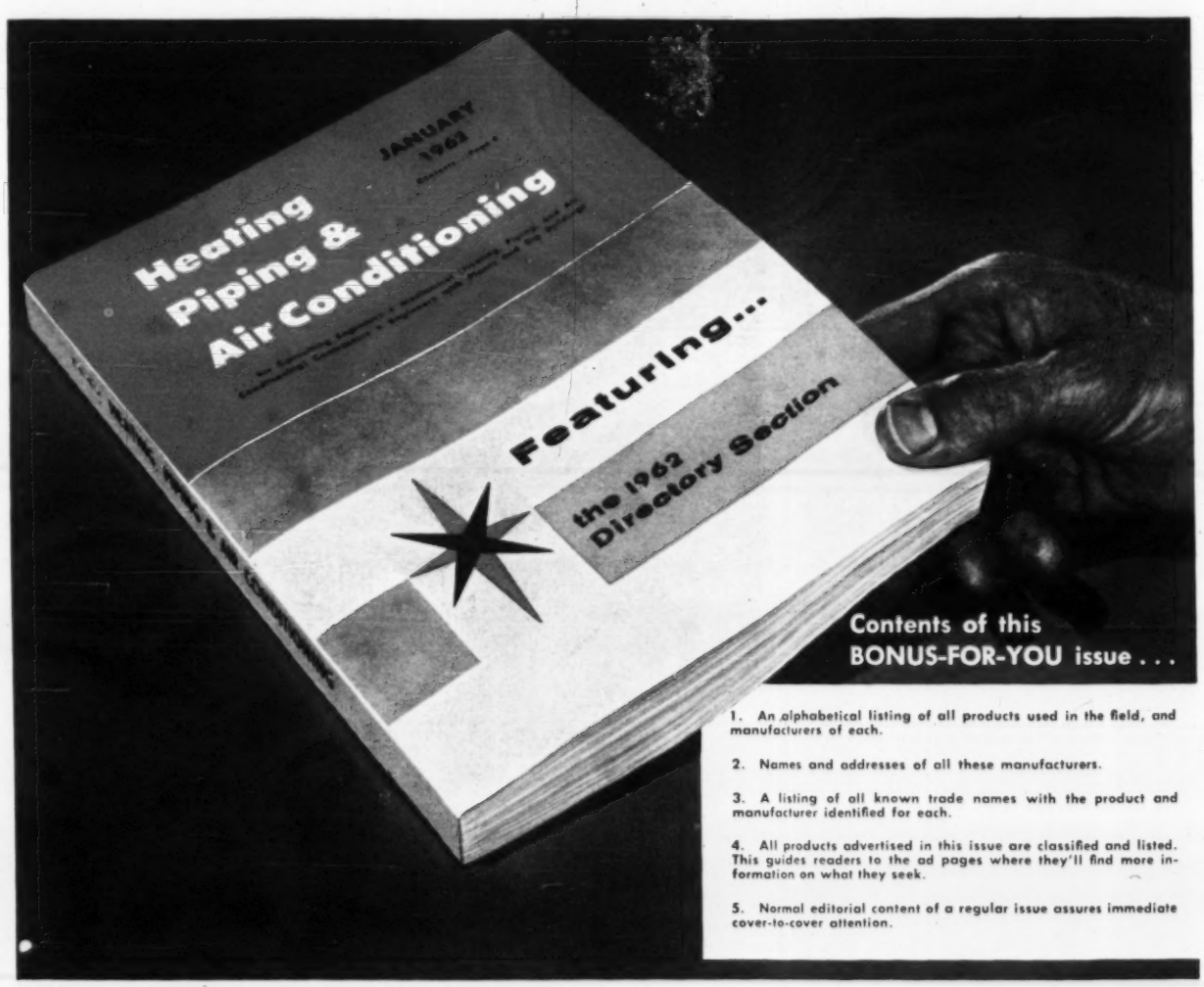
Estimated U. S. newsprint consumption for the first eight months of 1961 was 4,701,123 tons, compared with 4,809,523 tons in the comparable 1960 period. August newsprint use was 556,539 tons, versus 560,475 tons in August, 1960, according to the American Newspaper Publishers Assn.

Kennard to Langeler-Stevens

John Kennard, formerly advertising director of High Standard Mfg. Corp., has joined Langeler-Stevens Advertising, Orange, Conn., as director of the agency's new pr division.

Advertisement

MEDIA MISS KNOWS that Vermont's balanced economy: ⅓ industry, ⅓ agriculture, ⅓ recreation, makes it a Sweet Market. With just one order, one bill, one buy, you can boost sales here with the Vermont Allied Dailies, a 6-newspaper group which covers the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures)


JANUARY 1962
Heating Piping & Air Conditioning
Featuring...
the 1962 Directory Section
Contents of this BONUS-FOR-YOU issue . . .
1. An alphabetical listing of all products used in the field, and manufacturers of each.
2. Names and addresses of all these manufacturers.
3. A listing of all known trade names with the product and manufacturer identified for each.
4. All products advertised in this issue are classified and listed. This guides readers to the ad pages where they'll find more information on what they seek.
5. Normal editorial content of a regular issue assures immediate cover-to-cover attention.

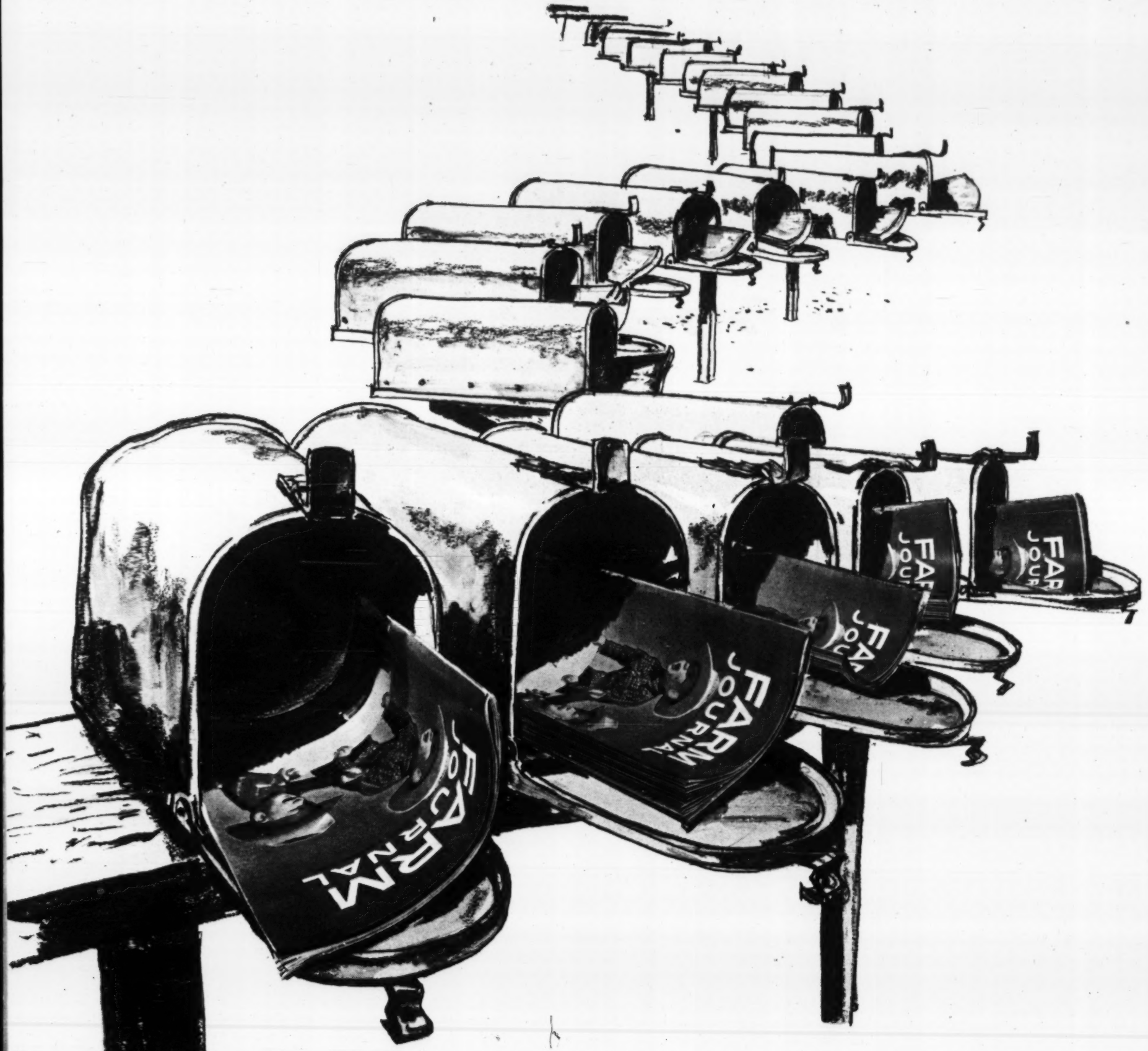
Be There....

When they're ready to specify or buy

The Directory Section is the acknowledged reference work in the Industrial-Big Building field since 1934

Nowhere will your advertising dollar go farther . . . accomplish more! This is an issue that is a right-at-hand reference for the engineers and contractors you must reach. (In a survey of these *all paid* subscribers, 96% report they keep it throughout the year, 75% refer specifically to its advertising pages.)

No wonder nearly 300 advertisers appear each year! Make sure you too will profit from this all-in-one January issue with a Directory Section and regular editorial content. Start off 1962 impressively by using extra space for extra emphasis on your entire line. Regular space rates apply, December 10 closing date. KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2.



BOX OFFICE

Top show, in the country. Year in and year out. Remarkable share-of-market. In a class by itself. Wonderful audience of 3 million families. Well heeled. Interested. Responsive. Shared only by FARM JOURNAL advertisers. Write your own ticket. Nationally. Regionally. Or even by states.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Doug Smith's Caustic Coffee Can Critique in AA Evokes Emphatic Empathy from Fellow Victims

To the Editor: Not only coffee cans, but those square little monstrosities containing ham, Spam, Vienna sausage and other delectable dainties make the air blue and cause blood to flow in the kitchen sink! [On the Packaging Front, AA, Sept. 11.]

It's happened to me so often I should know better. And I have the scarred thumb and forefinger to prove it!

But there are things you can do to relieve the situation. As for the meat products, I've simply quit buying them. I don't buy any packaged meat any more, cans or otherwise. Thank goodness we have a good butcher up here so I'm not destitute for meat.

Coffee I can't do without, so tried grinding my own. That was worse than opening the cans because I couldn't find the quality coffee here in the bean that I wanted.

At least I've reduced the hazard 50% by buying coffee in two-pound cans, making a total of about 26 miserable grand openings a year.

Another helpful hint I might pass along is to open the can leisurely at night, preferably during a coffee commercial. That relieves pressure two ways. You don't have to suffer through the commercial, and you can take your time opening the can. When you're relaxed, it's easier to find the pliers.

Transferring coffee from can to canister is easier if you place the opened can in front of opened canister, grasp can firmly with both hands, lift carefully to rear of canister, pour coffee from can working your palms over the can's edges to act as a human funnel, or guide. A few knocks of can on canister will empty the can satisfactorily with the loss of less than a quarter of a pound to clean up off the floor and counter.

Then, of course, throw the cover with its dangerous strip and cutting edge in the garbage before it cuts you. Cover canister, rinse out can, relegate can to work shop for future use. Remove heavy leather gloves.

Incidentally, if you know any source of good, high-quality roasted beans, I'm ready to invest in an electric grinder. I'm a Hills Bros. and Yuban gal myself.

Mrs. Virginia Steele,
White Cloud, Mich.

•

To the Editor: You are right on all points. I can even add one more; that is, cutting your hand—which I have done several times. Of course, the amount of coffee you waste is beyond belief.

David D. Williams,
President, Erwin Wasey, Ruthrauff & Ryan, New York.

•

To the Editor: I share your sentiments completely on coffee cans. I'm sending your article to a friend of mine who is an executive with American Can. I hope it will prompt them into action.

E. R. Taylor,
President, Motorola Consumer Products, Chicago.

•

To the Editor: It is constantly amazing how opinions of the experts and those of the consumers differ. Attached are two articles from different publications dated only two weeks apart. Douglas L. Smith in your publication [Sept. 11] is highly critical of the lowly coffee can as a consumer-oriented package

In the other article [in Food Field Reporter], Market Facts presents the result of a study "People and Packaging: The Consumer Speaks Out." Here is a direct quotation from that article: "Despite their complaints, most consumers were quick to praise the packages they like. Cereal boxes, liquid detergents, salt, gum and *coffee* get a high ranking as good packages."

What does the poor coffee packager do? Follow the packaging experts' opinion or the consumers' expressed likes and dislikes?

Jack Taylor,
Director of Research, Tracy-Locke Co., Dallas.

• • •

Pepsi-Cola Protests Slogan Use by Boys' Wear Maker

To the Editor: Allen Glasser's letter published in your issue of Aug. 7, along with a reproduction of a boys' wear ad using the slogan "More Bounce to the Ounce!" asks the question, "Doesn't that slogan belong to Pepsi-Cola—or can anybody use it?" The simple fact that Mr. Glasser—and so many other people—recognize "More Bounce to the Ounce!" as a Pepsi-Cola Co. slogan proves that it is legally ours. For your information, we have instructed our attorneys to protest the use of the slogan by the boys' wear manufacturer.

Milward W. Martin,
Senior Vice-President, Pepsi-Cola Co., New York.

• • •

Love Frenchwomen and the Illinois Tollway

To the Editor: One of your bright-eyed columnists probably picked this up in the [*Chicago*]

Tribune of this morning.

I should think that such directional advertising as this might be expected to increase the toll receipts quite a bit.

J. Mark Hale,
Vice-President, J. Walter Thompson Co., Chicago.

• • •

Royall Smith Message Comes Through Loud and Clear

To the Edtior: Re: story about Royall Smith, Page 94, Sept. 11.

Man, there's a lad after my greying emotions. It's been a long time since anyone has dared joust the Gods and break the points of their gold $5 pencils. After 54 years (and still at it) huckstering, adman'ing, copywriting, but never being a pitchman, this Smith gives me courage to carry on.

It's time someone told the fat wallet toters who pay the bills that they better go back to their swivel chairs and begin looking at their setups instead of the lines on their secretaries. Because they have let salesmanship and service become nasty foreign words.

In the hinterlands there are still millions of so-called people who go for something besides a barker bellowing at them that they smell, their hair needs bear oil, and that the *giant* package with no more dust in it than the regular package is the best buy.

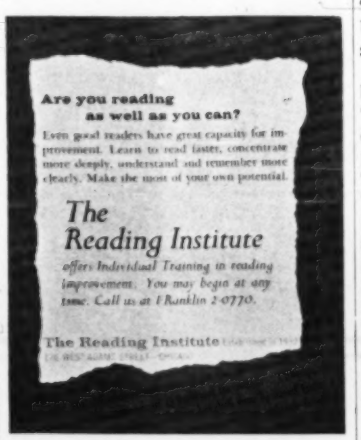
There's nothing wrong with advertising that can't be righted if the vps and clients will stay where they belong. Sure, I'm tensioned, Man. I was all set to go into production of halos when a filter chawin' researcher, and a Ph.D. id informed me the market was glutted with do-it-yourself-kits. So, I have to keep writing copy instead of retiring to die in a rocking chair beside a scummy pool.

Louis D'Armand,
Clearwater, Fla.

• • •

Reading Institute Ad Is Too Grey for Him to Read

To the Editor: I've been carrying this good grey ad in my wallet for a month and it will really be hard to read if I don't immediately


Are you reading as well as you can?
Even good readers have great capacity for improvement. Learn to read faster, concentrate more deeply, understand and remember more clearly. Make the most of your own potential.
The Reading Institute
offers Individual Training in reading improvement. You may begin at any time. Call us at Franklin 2-0770.
The Reading Institute

mail it off to you.

It appeared throughout the past summer in the program of the Ravinia Festival Assn. [in Highland Park, a Chicago suburb]. Many an evening, waiting for the symphony to start, I viewed it under the uncertain light of Ravinia Park and came to this conclusion:

This is one of the best ads of all time—or one of the worst.

It may qualify as one of the best if the psychological twist is paramount. Anyone who has a hard time reading grey against grey might soon conclude he needs new glasses or a course at the Reading Institute.

But if I just can't read grey against grey and the message never gets through, where does that leave me? And if I don't want to use the telephone, but prefer to respond to an ad by writing a letter, what incentive is there to whip off a note to the Reading Institute whose address is mighty hard to make out?

Franklyn E. Doan,
Seng Co., Chicago.

• • •

He Disagrees with E.P.H. James' Comparison of British, U.S. TV

To the Editor: E. P. H. James' statement ". . . in over-all effect there is little difference between commercial television in [the U.S.] and commercial television in Britain . . ." [AA, Sept. 11] is an extreme oversimplification. So much so that, in over-all effect, the statement just isn't true!

There are two separate points of view from which you might reasonably assess the differences between U.S. and British tv. There's that of an American frequently exposed to British tv. For this viewpoint consult any GI based in Britain. Conversely there's that of an Englishman exposed to U.S. television. Examples of this viewpoint are fairly easy to find too.

My own opinion (as a confirmed tv-watcher on both sides of the Atlantic) is that even the least sophisticated of both the above hypothetical classes of viewer, while bound to note some similarities between U.S. and British tv, would have an over-all impression of profound differences in what they saw screened in the respective countries.

Regarding advertising, in emphasizing the similarities between television in the U.S. and Britain, Mr. James goes on to say "Even the commercials are very much alike . . .". Again, not so—as anyone who has had the task of preparing tv commercials in both countries will tell you. Mr. James rightly says advertisers in Britain cannot buy anything but "spots." But his point that no program talent may appear in British commercials in fact rules out far more than "Arthur Godfrey" types. Offhand one thinks of such commercial-participating talent as Yogi Bear and Harry Lime, as well as every news-and-weather spieler in the business. These examples are but a handful of the many types of "commercials" seen hourly in the U.S. that would be quite impossible to screen in Britain.

Then there's that ever-present bugaboo of the type of copy that's "acceptable." In British commercials you absolutely may not employ what is known there as "knocking copy." Gems such as ". . . faster even than aspirin with buffering . . ." or ". . . tastes as good as the high-price spread . . ." or any other product comparison deemed derogatory are simply not allowed on the air.

Here's another important difference. While most major advertisers in Britain are by now sold on using tv per se, they have not yet bought the idea of using 60 seconds worth of time in one lump.

The vast majority of spots in Britain are only 10, 20 or 30 seconds long, while in the U.S. anything but a 60-second spot is not considered much more than a rateholder. Hence while, as Mr. James says, you may well be advertising the same product in Britain as you are in the U.S., you will very likely have only half the time available to make each individual pitch.

There are still other differences. For instance all commercial programs in Britain have to compete with top rate, nation-wide BBC shows. These are usually as good and very often better than the fare offered on commercial stations. And in addition to their high quality and tip-top entertainment value, BBC shows have the added attraction of being completely free of commercials! Also note: There's no morning tv in Britain (yet). And of course, nothing after midnight.

Mr. James' ideas as a researcher are perforce different from these of a copywriter like myself. However one cannot help but wonder just how much television he has actually watched—in Britain and the U.S.. Or maybe he just switches channels when the commercials come on!

Terence Wheeler,
Chicago.

• • •

Tiger Milk Circular Was Printed Sans Maker's Permission

To the Editor: This is in connection with the reproduction of a throwaway-type circular bearing our trademark, Instant Tiger's Milk, which was published in your Aug. 28 issue. This circular was printed and distributed by an individual who had absolutely no connection whatsoever with our organization and was done without the knowledge, consent or permission of our company. The matter has been referred to our attorneys, who advise that steps have been taken to stop further unauthorized distribution of the circular or use of our trademark.

Instant Tiger's Milk is a quality high-protein-low calorie-vitamin-mineral food which, as you know, is nationally advertised in leading magazines. Advertising Age itself reproduced one of our ads and printed a complimentary article about our advertising in its Aug. 7 issue.

We sincerely regret that the unauthorized circular was dignified by reproduction in your columns, since it tended to reflect adversely on our company, product and advertising.

James W. Ingoldsby,
President, Plus Products, Los Angeles.

• • •

Dungaree Ad Isn't Too Seamly to Mr. Sheridan

To the Editor: I don't want to appear crotchety but—This Lee dungarees ad in *Farm Journal*

seems to be one we could do without.

Martin Sheridan,
Vice-President—Public Relations, Admiral Corp., Chicago.

• • •

He Offers Some Handy Schlitz Slogans to Burnett

To the Editor: Hundreds of ex-Burnett creative men are naturally deeply concerned over the plight of this year's staff in producing a theme for Schlitz.

I know others will join me in donating fresh, new theme ideas such as the following:

- When Better Beers Are Brewed, Schlitz Will Brew 'Em
- Reach for a Schlitz Instead
- Where There's Life, There's Schlitz
- She's Engaged . . . She's Lovely . . . She Uses Schlitz
- They Laughed When I Sat Down at the Bar
- "Mr. Addison Schlitz of Seattle!"
- Take Schlitz and See
- The Filtered, Flavored, Flip-Tap Beer
- Be Hoppy . . . Go Schlitzey
- Best by Eye-Patch Test
- I'd Walk a Mile for a Schlitz
- You Get a Lot to Lick
- Time to Re-Fire
- Promise Her Anything but Give Her Schlitz
- You Expect More from Schlitz and You Get It
- Ask the Man Who Drinks One
- When You Care Enough to Drink the Very Best
- Little Burp
- Just the Kiss of the Sops
- The Pause That Refleshes
- Schlitz Because . . .

Name Withheld by Request

If it interests this special engineering mind...

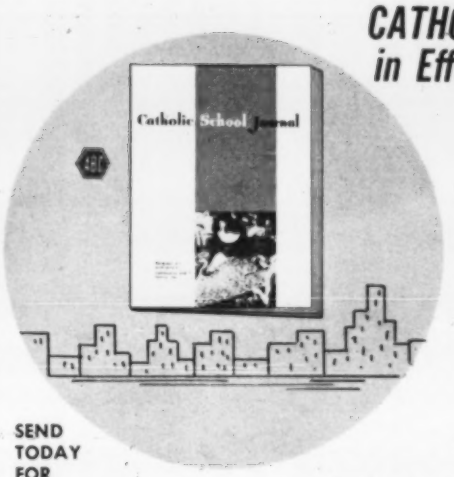
Master mask (above) controls illumination pattern projected on a photoconductor matrix which forms logical interconnections in a self-repairing computer.

it's in electronics:

In a single day, an electronics engineer may face problems in research, design, production or management; he may work in any one or all four areas. Only **electronics** magazine has the editorial staff that constantly scours the nation and the globe to report authoritative engineering information in all four areas. Sell the electronics industry alongside the nation's leading manufacturers; advertise to the *interested* engineering audience that reads **electronics.**

ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.

CATHOLIC SCHOOL JOURNAL Stands Alone in Effective Coverage of Catholic Schools



No other publication delivers such concentrated impact on the $3 Billion Catholic school market serving more than 9,000,000 parochial and public school children receiving Catholic instruction.

Here is a huge, independent market concentrated in all major metropolitan areas . . . a market with constant demand for all types of educational, food service and maintenance equipment and supplies. Catholic School Journal reaches all important buying levels in the field of Catholic education. It is the only completely paid (ABC) publication serving this market . . . enjoys a renewal rate of 91.54%, good reason for its No. 1 position among advertisers.

Cover the complete Catholic Institutional Market in combination with Catholic Management Journal — Special Combination Rates

SEND TODAY FOR MARKETING BROCHURE

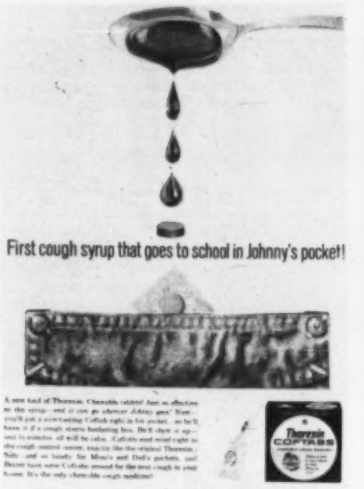
CATHOLIC SCHOOL JOURNAL
400 North Broadway • Milwaukee 1, Wis.

Lincoln-Mercury Buys Heavily in TV

DETROIT, Sept. 26—Lincoln-Mercury division will share sponsorship of three nighttime tv shows and the "Today" show this season on NBC-TV, along with six fully sponsored specials and the "Alfred Hitchcock Presents" show.

The division is concentrating its tv dollars in the first three months of the '62 model year. Kick-off will be Sept. 28, with the first "JFK Report.". This will be followed by a second "JFK Report," two editions of "Nation's Future," a special filmed in Japan and called "Japan: East is West," and a sixth special, "Vincent Van Gogh: a Self Portrait." The three nighttime shows are "87th Precinct," "Outlaws," and "Tales of Wells Fargo."

Kenyon & Eckhardt, Detroit, is the agency. #



CHEWABLE—*This two-color page in the October Parents' Magazine will kick off the introductory campaign for Thorexin Coftabs, Gillette Laboratories' new chewable cough medicine. Network and spot tv, plus co-op newspaper ads also will be used. North Advertising is the agency.*

ACB Newspaper Research Reports

tell you which merchants are advertising what brands

in any or all the 1,393 principal market areas

ACB Reports are compiled to your specifications . . . they will cover as much or as little time, brand, territory as you wish. Charges are based on the number of advertisements checked and reported. Reports are your exclusive property. Individual tearsheets may be had—at no extra cost.

Dealer tie-in advertising is important in selling any product. Manufacturers recognize this and so use every means to gain this advertising cooperation from retailers.

If *your* brand is being featured consistently by retail stores—you are in a wonderful position, as compared with competition.

But how do you know? Are you getting such tie-in advertising support? And—how do you compare with your competition?

If you have no accurate record—then you do need ACB to supply you with the facts—a detailed monthly Report that will tell you everything that there is to be known concerning all local stores' advertising.

The cost is minor compared to the value these Reports could mean to your Sales and Advertising Depts. as well as helping your salesmen. Over 1100 leading merchandisers use ACB profitably—and so can you.

Send today for complete information on ACB Newspaper Research Reports.

The ADVERTISING CHECKING BUREAU, INC.
New York (10) 253 Park Ave. South • Chicago (3) 18 S. Michigan Ave.
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.
San Francisco (5) 51 First St.
ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

34 Years at BBDO, 30 on One Account, John Johns Retires

NEW YORK, Sept. 26—John Johns, management supervisor, vp and director of Batten, Barton, Durstine & Osborn, announced that he will retire at the end of the year.

Mr. Johns will complete 34 years with BBDO this month. He spent 30 years as supervisor on the F.&M. Schaefer Brewing Co. account, to which he was assigned when it came to the agency in 1932. But Mr. Johns declined to comment on that long association. "I came in quietly, and I want to go out quietly," he said.

Mr. Johns joined the traffic department of George Batten Co., predecessor company of BBDO, in 1927. He worked briefly in the marketing department before moving up to handle Savory Utensils, American Pencil and Edgeworth Tobacco. He was elected a vp in 1940 and named to the board five years later.

He is a director and a member of the executive committee of National Outdoor Advertising Bureau.

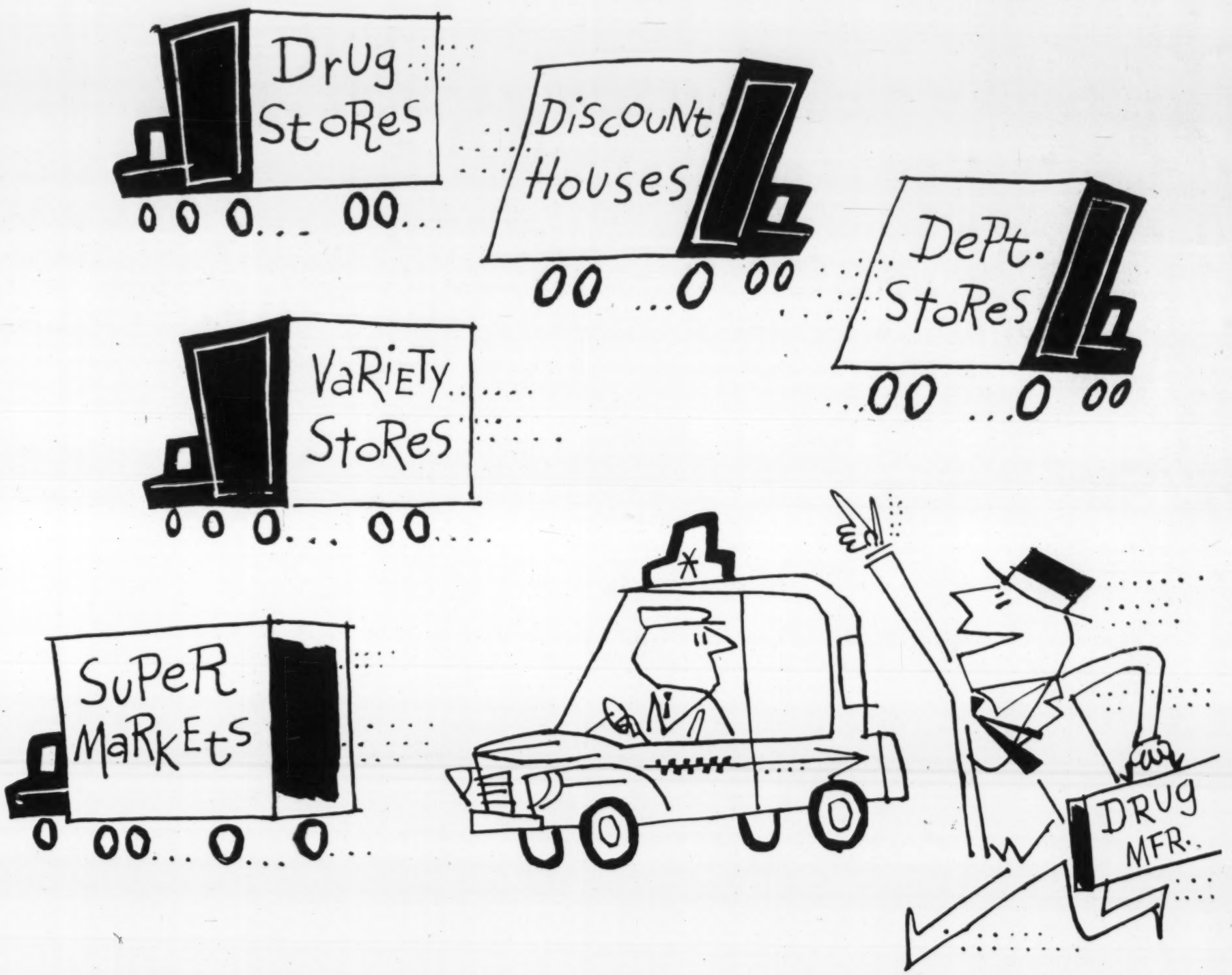
BBDO has not yet named his successor on the Schaefer business. #

WPAW Names Masla, Kirby

WPAW, Providence-Pawtucket, has named Jack Masla & Co., New York, as its national representative, replacing Spot Time Sales. Nona Kirby Co., Boston, has become the radio station's New England representative, replacing New England Spot Sales.

Advertisement

MARKET ANALYST REVEALS ALL! Tells how she sells in the Sweet Vermont Market with just one order, one bill, one buy. Uses the Vermont Allied Dailies, a 6-newspaper group which saturates the part of Vermont where 93.9% of the state's $652 million buying income originates. For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)



"follow that market!"

In the Drug Industry, that's becoming increasingly difficult—new outlets for drug sales are mushrooming, new product lines are appearing in traditional drug stores, and methods and tactics of drug distribution are continually shifting.

To successfully follow today's new Drug Market—you need a new and expert guide.

"Drug News Weekly," new from Fairchild Publications starting September 27, has been designed to keep pace with today's expanding Drug Industry.

TIMELINESS. As the industry's only weekly newspaper, "Drug News Weekly" is the fastest available source of news and ideas of all aspects of the retailing and wholesaling of drugs and kindred merchandise.

REACH. "Drug News Weekly" offers comprehensive coverage of your complete Drug Market, including all types of Drug Stores, and drug and cosmetic departments of Supermarkets, Discount Houses, Department and Variety Stores.

Fairchild Publications, the World's largest business news organization, has had great success reporting and interpreting news and merchandising trends in practically every other retail field you can think of. "Drug News Weekly" has the Fairchild "Big Difference is News," the best credentials a guide can have.

DRUG NEWS WEEKLY

A Fairchild Publication 7 East 12th Street, New York N.Y. AL 5-5252

A man can do a lot of thinking while waiting for the moving van

AT THE END OF SEPTEMBER, THE 136 PEOPLE WHO ARE YOUNG & RUBICAM IN CHICAGO MOVED FROM 333 NORTH MICHIGAN AVENUE TO ONE EAST WACKER DRIVE.

THESE ARE THE THOUGHTS THAT WENT THROUGH ONE MAN'S MIND WHILE WAITING FOR THE MOVERS TO COME.

I am in advertising and I believe in it.

I believe in advertising as a worthwhile career, but more importantly as a force for good in a free economy.

I know of no more significant opportunity than telling an honest public about an honest product.

I believe in words and I believe in pictures, not so much in the way they can be put together to arrest the eye and ear, but in the way they get ideas out of the package into the buying mind.

I respect the arithmetic of the census, but in so doing, I try to listen to the heart beat of the people.

The size of the market impresses me, but it is the feel of it I trust.

When it comes to publications, I do not question the number of people they reach as closely as I do the way they talk to them; and it isn't the power of TV that stirs me as much as the purpose to which it can aspire.

I believe that in the act of advertising you move from principle, not merely policy. You seek to lead and to build, and you accept the risk, and if you fail, you dare the risk again. Or you are neither leading nor building.

It is difficult to believe like this, because it is more popular to hedge the bet than to make the book.

It is safer to repeat a platitude than to suppose a philosophy.

It is easier to arrest attention than to earn your welcome.

Imagination can be dangerous. But lack of it is fatal.

Figures comfort business minds and formulas promise refuge. But in neither do I repose my full belief because I am of the people.

Of, not above them, and most decidedly for them. And when I have kept faith with my job, I am with them.

Advertising is my business, and this is why I believe in it.

Advertising Age

Feature Section

CM Draws Bead on Ronrico

Butler Cites Need for Color Study

Peeled Eye Culls Some Gems

St. Louis Agencies Speak Up

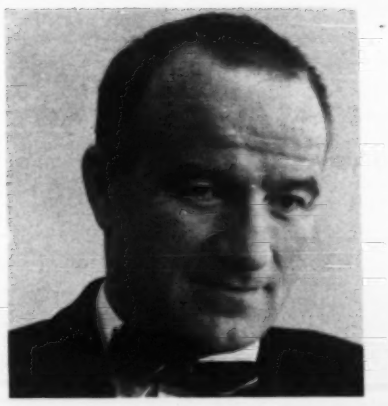
Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Even a 'Workless' Society Some Day? . . .

Piel Sees Technology Bringing Great Economic Changes, 20-Hour Work Week, More Leisure for Consumers

A vast transformation of our society, our modes of living, our economy is seen as the result of the speed-up in our rate of technological progress. This view is expressed by Gerard Piel, publisher of Scientific American, in a scholarly, thought-provoking paper titled "Consumers of Abundance," one of a series sponsored by the Fund for the Republic. Ultimately, even a "propertyless" and "workless" society may emerge, Mr. Piel speculates. For the more immediate future, he sees less and less chance of full employment, and he sees automation and increased productivity lowering the work week to as little as 25 hours and even 20 hours.



By Gerard Piel
Publisher, Scientific American, New York

The advance of science has for many years been undermining the two pillars of our economy—property and work. Each at length has fallen from its place.

Property is no longer the primary source of economic power, and ownership no longer establishes the significant, functioning connection between people and the things they consume. Work occupies fewer hours and years in the lives of everyone; what work there is grows less like work every year, and the less the people work, the more their product grows. In the place of work and property, illusions and old habits and compulsions now support the social edifice. Public understanding must eventually overtake this transformation in the relationship of modern man to his physical environment. Fundamental changes in the social order—in man's relationship to man—are therefore in prospect and are already in process.

Creatures of Revolution—Agricultural, Industrial, Scientific

It is difficult and perhaps dangerous to forecast where these changes may lead. Full employment, for example, now seems to be not only an unattainable but an outmoded objective of economic policy. What takes the place of wages in a workless society? If such a question must be asked, then others follow. Does profit remain a useful standard of accounting in a propertyless society? But these questions are not only too big; they are premature. Before they can even be asked, the scientific revolution that occasions them must be more closely examined.

As the withering of these institutions from the life of society suggests, property and work are artifacts of civilization. In the kinship economies of pre-agricultural societies they have no place whatever or appear only in the faintest analogues. The wampum hoard that confers prestige in one culture becomes the potlatch of another. Hunting and food-gathering are not work, but adventure, assertion of manhood, magic and craft.

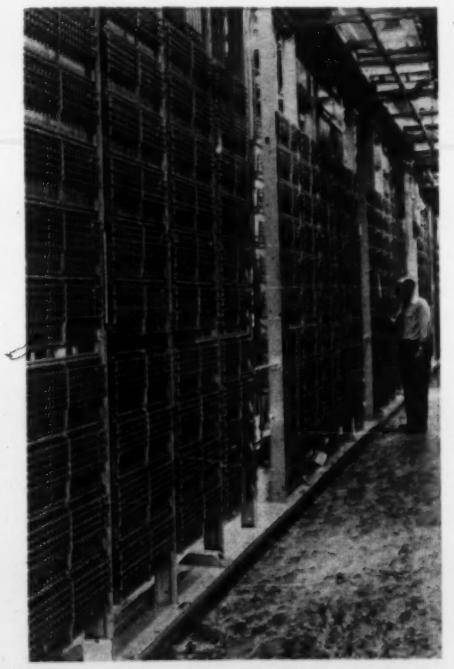
■ Property and work make their appearance with the agricultural revolution. They are devices for gathering and impounding the surplus that four families at work upon the land can now produce to support a fifth family off the land. Property is the institution by which the church, the state, and their individual agents assert their control over the land as one of the two primary factors of production. Work is the institution by which they assert their control over the other primary factor of production—the energy of human muscle. The word "work" signifies toil and at the same time the product of toil; it is the measure ("according to his works") of the portion of the product that may be allocated to the unpropertied worker. The two institutions together furnished the rationale for the compulsions necessary to assure the removal of the surplus from the land. Thanks to these arrangements, even fairly primitive agricultural technologies were capable of supporting substantial urban civilizations, as in Mexico.

■ In the feudal societies identified with agricultural technology, land was the only economically significant property. It was typically inalienable, except by order of the suzerain; it was cherished and maintained from generation to generation, physically occupied by its possessors, who enjoyed all the rights of usufruct as well as the power to exploit. In medieval Europe, the land so completely dominated economic life that the taking of interest was synonymous with usury, a crime as well as a sin. It took a religious revolution to establish the practice of selling things for more than they cost and to secure property for profit in the worldly virtue of thrift.

Property Worth Most Today Is Research Capacity

Profit, thrift, and the accumulation of capital brought an entirely new kind of property into ascendance in economic affairs. This was the machine. At first the machine had the same immemorial look of permanence as the land. It embodied a high ratio of brute material to design and was built for depreciation over at least one generation of ownership. Through such time periods, ownership of the machine carried the same stability of power and place as ownership of the mine or plantation.

It was not long, however, before the ratio of design to material in the machine began to rise and then reverse. As the machine became ever less substantial, its lifetime grew shorter. Today the economically significant industrial property is not the machine, but the design, and not so much the design as the capacity to innovate design in process and product. This is scarcely property at all, but is rather a capacity inhering in an organization.



WHO NEEDS HUMANS?—*Crossbar dial switching equipment in telephone company's central station includes tremendously complex computer or "line marker." To do its work "by hand," American Telephone & Telegraph Co. estimates it would need to employ all women in U.S. labor force, plus 20% more.*

To have that capacity encumbered by gigantic plant can be hazardous. This is what the steel industry has found in the present technological free-for-all that has brought steel into competition with materials—glass, ceramics, reconstructed wood, plastics, and exotic new metals—that no self-respecting steelmaker ever heard of fifteen years ago. The most profitable manufacturing enterprises are those that show a shrinking ratio of plant to output and a rising ratio of instrumentation to plant. Not only the plant but the product and the very industry in which the company is engaged may be subject to obsolescence. The decisive factor of production is research and development.

Rise of Corporations Lessens Role of Property Ownership

As the nature of property, in the sense of the thing that is owned, has changed, so has the nature of the social institution of property. Property was subverted by another social institution, the corporation. With ownership represented by stock certificates, the proprietor ceased to occupy the premises. The right of property vested in the stockholder, as A. A. Berle Jr., and Gardiner C. Means made clear more than a generation ago in "The Modern Corporation and Private Property," was reduced to the right to vote for the directors of the corporation (if the stockholder bothers to return the proxy statement) and to a claim on earnings (if the directors declare them out in dividends on his class of stock). Even these vestiges of power are delegated today to a third party for the increasing percentage of the voting equities in American industrial enterprise that is held by insurance companies, pension funds, and mutual investment companies.

The puissance in research and development that determines the fortunes of a

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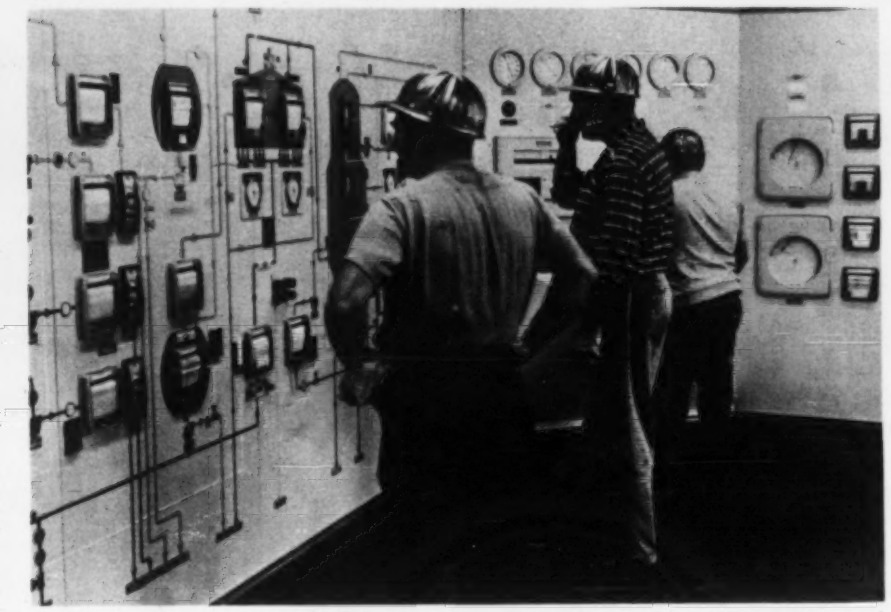
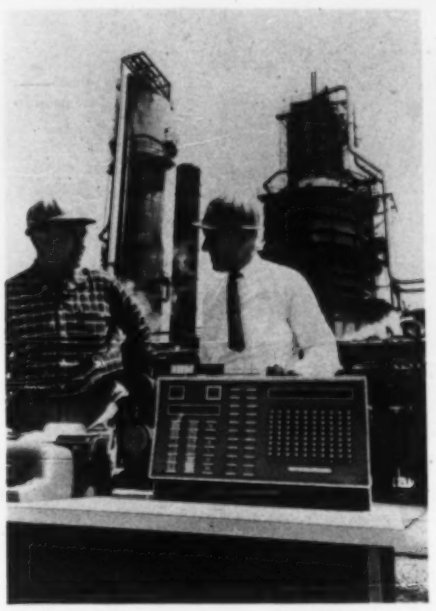
Gerard Piel, who has been with Scientific American since 1946, was graduated magna cum laude from Harvard in 1937 and was the first science editor of Life, 1938-44. His paper, reproduced here, is included in a volume of his papers titled, "Science in the Cause of Man," published Oct. 16 by Alfred A. Knopf.





ROBOT FACTORIES—*Science promises short work week. In refineries, says Mr. Piel, main elements of self-regulating robot factory are already in use. At left, monitors watch master control panel of American Oil Co.'s crude-oil distillation unit—world's largest—at Whiting, Ind. New, fully automatic process control system can scan 250 instruments and reset up to 24 control instruments, handling computations fast enough for continuous process control, impossible by manual methods, which provide only periodic guidance. At right, engineers study IBM console which guides operation of 20-story-high unit in background.*

corporate enterprise is commonly valued at one dollar on the balance sheet. This accounting fiction hypothecates the talents of the men who make up the organization, and the commonstock certificate is a thrice-removed share in that hypothecation. Under the circumstances, it is hard to see how the stockholder could be vested with a larger claim. The instrumentalities of ownership have become as insubstantial as the decisive factor of production itself.

■ Against this statement of the terms on which the present owners of the American industrial system hold their property, it may be argued that the really giant new fortunes are being made in the old-fashioned kind of property; that is, land and the mineral riches underneath it. But even the discovery of mineral resources has moved into the realm of invention. It is *par excellence* a yield on instrumentation, implemented by an equally intangible talent for politics. As a result, most of the prospecting is carried on by large corporations, and ownership stands at the same remove as in other activities of the industrial system.

With the emergence of two to five corporations in control of assets and sales in all but a few realms of industrial activity, economic power has become highly concentrated in our society. But it is no longer attached to property. The power is vested in self-perpetuating managements. How they derive their legitimacy is a question that troubles a great many people, including those who exercise the power as well as those who are critical of the power-holders.

Edward S. Mason, of the Harvard economics faculty, has astutely asked what difference, if any, this transfer of power has made. It is true that the profit margin—the yield to ownership—remains the ruling discipline of corporate management. And it is also true that operation under this discipline chronically fails to realize the full potential of industrial technology. That failure is the measure of the present business recession: With the gross national product holding steady at an all-time high, fully one third of the steel plant and comparable percentages of capacity in other industries lie idle. As the self-appointed management contemplates the troubling question of the legitimacy of its power, it must also face increasingly insistent questions about its stewardship of power.

Mortgages, Time Payments Dilute Property Importance

The same transformation of the nature of property is to be seen again in the relationship of the owner to property as usufruct. There are more home-owners today in the United States than ever before in this century, more than 60% of the occupiers of dwelling places compared with less than 50% in 1900. But whereas 30% of the homes were mortgaged to 40% of their aggregate value in 1900, more than 60% are mortgaged to more than half their aggregate value today. The builders and bankers of the new suburbs will tell you that the ownership of one out of six homes there turns over every year.

Plainly, the so-called home-owner is buying not a home but a housing service, much as he buys transportation, not a car, from the auto industry. His equity in these two utilities rarely controls before he turns in the old house or car for the new model. By the same token, the total installment debt represents, from one year to the next, by far the major property interest in all of the other consumer durable goods in use in the country. The householder is correct in regarding these transactions as the purchase of a service rather than property. For the objects themselves are self-consuming, designed for depreciation to desuetude in 1,000 hours of service.

In sum, the typical American consumer owns no property in the classical meaning of the term. Out of current income he pays for services currently rendered. Through income set aside in social security taxes and in pension and insurance funds, he reserves a claim on services to be rendered in the future.

Distribution, Not Production, Becomes Primary Work Function

Mention of the social security now provided for the overwhelming number of United States citizens brings this discussion to the topic of work. Social security is one of the devices evolved in the recent history of our industrial economy to help solve the problem of "distribution." This, as is well known, is the last frontier of economics.

Viewed from the vantage of the economy as a whole, it is the problem of finding people qualified to consume the increasing abundance of goods produced by a declining number of workers. From the point of view of the individual citizen, it is the problem of finding work in a shrinking labor market in order to qualify as a consumer of that abundance. Thus, as we shall see, the primary function of work in our economy today is to secure not the production but the distribution of goods. This is clearly a different situation from that which prevailed in the valleys of the Tigris and Euphrates 7,000 years ago, when the surplus had to be extracted from scarcity by coercion.

Modern industrial technology produces a vast material surplus of goods, many times greater than the need of the workers engaged in producing it. That surplus goes begging for consumers because technology has subverted the social institution of work.

The subversion of work began, of course, with the displacement of the biologically generated energy of human muscle by the mechanically generated energy of steam engines. The reciprocal steam engine gave way after little more than half a century to the steam turbine, the generator of electrical energy in the huge quantities that are measured in kilowatts. Studies conducted many years ago, when muscles were yielding a day's work to steam, showed that one man can put out about 48 kilowatt-hours in useful work in a year. On that basis, the 750 billion kilowatt-hours of electricity generated in the United States puts the equivalent of eighty-five slaves at the disposal of each man, woman, and child in the population.

But this is an old story. The new story is the disemployment of the human nervous system. In industrial production the function of the human worker has been to set the tool, start up the machine, supervise its performance, correct its error, and keep its parts in working order. The machine has been doing all the work, including work that exceeds human physical capacity. But, for lack of a nervous system, it has had to depend upon human beings to regulate its operations.

■ The robot, or artificial nervous system, is the steam engine of the present phase of the industrial revolution. Unlike the steam engine, it does not announce its presence by huffing and puffing, and it has no easily recognized anatomical structure. But it does have a single underlying principle, which is as clear-cut and universal as the idea of converting heat into mechanical energy. This essential idea is known to engineers as feedback.

Feedback is the principle that underlies all self-regulating systems, including living organisms. The nearest simplest example of feedback in action is the household thermostat: A mechanical sense organ absorbs a little of the heat generated by the household heating plant and thereby makes a measurement of its output. This small fraction of the output is fed back in the form of a signal to correct the input of fuel to the heating unit. By this feeding-back of output to input, the household heating plant is made to regulate itself.

Now, the principle of converting heat to mechanical energy is embodied in about half a dozen economically important heat engines—including the steam turbine, the internal combustion engine, the gas turbine, and the rocket engine. The feedback control systems in our economy, on the other hand, appear in a host of species and varieties—electrical, electronic, pneumatic, hydraulic, mechanical—and in such diversity of design and appearance that they have only the essential feedback principle in common.

Robots Already Outnumber Humans in Industry

An accurate census of these robots has not been made. But the evidence is strong that they now outnumber the human workers employed in industry. Our entire energy economy—from the steam plant out across the high-tension lines to the rotating machinery of industry—is now subject to automatic control. The new technology of atomic energy is critically dependent upon automatic control; dozens of feedback circuits in the depths of a nuclear reactor control the dreadful flux of atomic particles in which no living things could survive. Our petroleum refineries and almost all of our chemical process plants are today so highly robotized that their entire operations are controlled by one or two human operators stationed at the central push-button control panel.

■ It is only a few steps from here to the fully automatic factory. In the petroleum industry, such a factory would make use of an instrument—such as the nuclear resonance spectrometer, which has only recently graduated from the laboratory—to analyze the output stream of a refinery. The spectrometer would feed back its reading to a mechanical computer, one of the "giant brain" variety. These machines are already equal to doing the work of the human operator at the control panel; they need merely to be equipped with instructions covering all possible contingencies in the operation of the plant. Comparing the spectrometer report on the output of the refinery with the instructions stored in its memory, the computer would check and correct the performance of the robot valves at all points on the process stream. In fact, the first full-scale refineries incorporating the principal elements of the self-regulating robot factory are now "on stream."

Automation Not Just Replacing Humans, But Doing What They Can't

Obviously, the purpose in designing the automatic petroleum refinery is not to replace the one or two human operators who still remain on the payroll. This was the naive idea of a Middle Eastern petroleum prince for whom an American oil company was building a refinery not long ago. Out of consideration for the underemployed *fellaheen* who were to squat in the sand outside the refinery fence, he asked whether jobs might not be created by disengaging the robots from the valves. The engineers took him seriously enough to re-examine the entire control system. They had to conclude that no team of human beings could be trained and coordinated to do its work.

So, also, the dial telephone, with the ramifications of direct long-distance and direct inward dialing, is designed not to save the wages of human female telephone operators, but to make the operation of the modern telephone system possible. The heart of that system is not the dial on the telephone but a computer in the central station known in the telephone company as the "line marker." Its self-regulating internal circuitry is so complex that its designers cannot tell at any given moment just which elements in it are performing the work at hand. The American Telephone & Telegraph Co. estimates that, at the present rate of traffic, it would have to employ all of the women in the labor force, plus 20% more, to do the work of its line markers. The task of coordinating the output of that

SIX BEST SELLERS

In the first six months of 1961, these five books were selected from hundreds of manuscripts for publication in Good Housekeeping... long before *any* of them was a best seller!

This unique editorial insight into literary preferences meant that our readers enjoyed condensations of these best sellers before they ever appeared in hard cover form. Five best sellers in six months! What other magazine ever came close to such an achievement?

This same insight is apparent in the editorial pages of Good Housekeeping. We know what women want to read. Whether it is fiction, fashion, food ideas or features.

The *best* best seller? Good Housekeeping, of course. Because Good Housekeeping sells *best*. The products you advertise in Good Housekeeping move out of the stores and into the home. And, with good reason. Women get what they want in Good Housekeeping; they believe in it; they know there is truth and authority in every word. They are loyal to the magazine and to the product which bears the Good Housekeeping Consumers' Guaranty Seal.

One more thing. You reach more women per dollar in Good Housekeeping than in any major monthly, weekly or bi-weekly mass magazine. Add it all up... Good Housekeeping means more value, more market and more acceptance.

Good Housekeeping... the best seller. Try us.

Good Housekeeping

Guaranteed by Good Housekeeping

Magazine and Institute / A Hearst Magazine

many human nervous systems in a single telephone system is quite impracticable.

To engage the robot in functions of this kind takes some doing. The control system must be furnished with receptor organs, like the spectrometer or the dial on the telephone, to supply it with inputs from the world outside. And it must be linked with the world on its output side by means of effector organs, the hands that carry out its instructions. These may take the form of the electrical and pneumatic motors that drive the valves on a refinery or the relays that close connections in the telephone system.

Since the computer's function is to handle information, the easiest way to hook it up to the world outside it is by typewriter. Equipped with typewriters, it becomes a white-collar worker.

Factory Workers To Become Scarce as Today's Farmers

Thus far the impact of the automatic control revolution upon the industrial payroll has been felt most acutely by the production worker. Until about twenty-five years ago, the ranks of skilled and semi-skilled factory hands were the growing element in the labor force, absorbing the inward migration from farm to city. In the last ten years, however, as the index of manufacturing output has climbed from 75 to 110, the number of production workers has hovered around 12,000,000. It is evident that the number is now due to decline. In the electrical industry, for example, production employment shrank by 10% in the six-year period from 1953 to 1959; during that same period production in this industry increased by 20%. Even more striking records have been made by the larger units of the industry. In three years, from 1956 to 1959, the General Electric Co. increased its output by 8% and at the same time reduced its production payroll by 25%. Its non-production workers now outnumber those on the factory payroll proper. Corresponding trends are to be observed in other industries. After the last retooling, the auto industry produced more units than ever before, and yet the auto cities of Michigan were rated as distress unemployment areas throughout the year of peak production. Projection of these trends into the future shows factory workers becoming as scarce as farmers toward the end of the century.

Computers Ready Not Only as Clerks But as Management Decision Makers

Vocal union organizations imbued with the Luddite spirit have made the public uncomfortably aware of these developments in recent years. Less is heard of what must be the already considerable impact of the white-collar computer. This movement has only just begun. Since typewriters furnish all the necessary linkage, it is clear that the liberation of white-collar workers from their routine tasks is due to proceed at a much faster rate.

Again it should be emphasized that the object is not labor-saving alone. With a computer to do the job, all the many records kept by a corporation become a deck of punched cards or a length of magnetic tape that serves as the single record for every function from inventory control to the computing of a salesman's bonus. Herbert A. Simon, of the Carnegie Institute of Technology, has pointed out that the computer so programmed is not merely a clerk but stands ready to assume a large portion of the functions of middle and top management. As a decision-maker, the computer can subject much larger masses of data to more sophisticated analysis in much shorter periods of time. Not only does it know the theory of linear programming better than most of our highest-paid executives; it can also learn from experience to improve its performance in the managerial function.

From decade to decade, the American economy has adjusted to the subversion of the social institution of work with flexibility and something of the same inventiveness with which it has absorbed the consequences of the subversion of property. One man-hour of work today produces what it took three man-hours to produce 60 years ago. This means that we could be producing the same national product as in 1900 with one third of the 1900 labor force. That would leave 58,000,000 members of the present labor force unemployed. But, of course, the American people have elected to apply their rising productivity to the production of a much larger volume of goods, about six times as much as in 1900. A major part of this vast increase in output is represented by products not dreamed of in 1900. In other words, the workers disemployed by rising productivity in the old industries have been absorbed in new ones to produce an expanding variety of goods or in entirely new functions created by the flow of abundance.

They could be producing goods in even greater volume if not variety today, but they have chosen to take a substantial portion of the gain in leisure. With the work week shortened from around sixty hours to forty hours, the much larger 1960 labor force is putting in a total number of man-hours that is only 40% larger than that worked by the 1900 labor force. If the sixty-hour work week still prevailed, only 40,000,000 workers would be needed to produce the 1961 national product and some 27,000,000 workers would be unemployed.

This invention—the spreading of the same amount of work over the larger labor force by giving everyone less work to do—constitutes only one of the measures so far evolved to handle the problem of distribution. Moreover, it should be distinguished from the desperate share-the-work measures taken in the Great Depression, because it does not involve sharing the wage.

■ On the contrary, the portion of the national income going to the labor factor —that is, compensation of employes as against profit, interest, rent, and so on— has risen slowly from 53 to 73% since 1900. Some substantial portion of this shift must be attributed to the decline in the number of proprietors, large and small, especially in agriculture. That the shift also reflects a gain on the problem of distribution becomes clear, however, when it is considered in connection with the way the total income is shared among the income groups. Since 1929 the share of the national income going to the most fortunate fifth of the nation's families has shrunk from 55 to 45%. Almost the entire 10% subtracted from the income of the top fifth has gone to the three middle fifths, improving their relative position by about 25%.

This redistribution of purchasing power is another important factor in reducing the amount of work people do in the course of their lives. It makes it possible for young people to postpone their entrance into the labor market through high-school and even college age, and it takes workers out of the labor market by voluntary retirement at the other end of their careers.

Per Cent of Workers in Production Dwindles

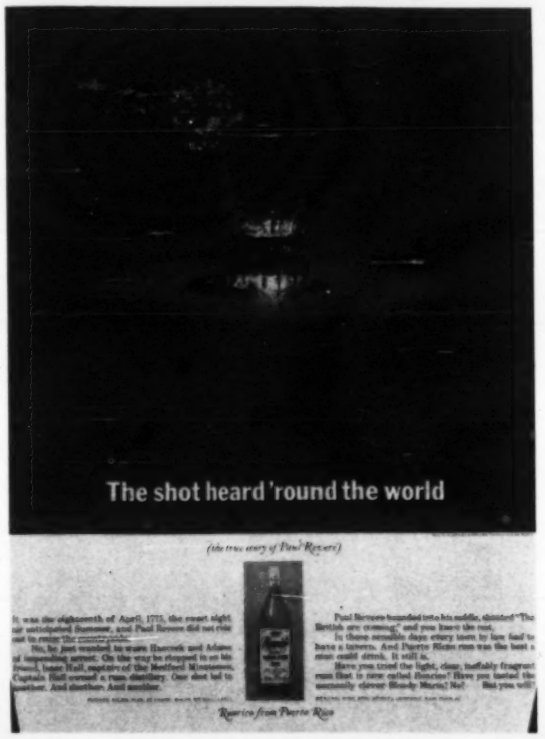
But the shortening of the work week and the working life still leaves untold the real story of how work has been spread in order to secure the spread of purchasing power. If work is defined with any sort of strictness to mean productive work —that is, the extraction of raw materials and the making of consumable goods from them (farming, mining, manufacturing, building, and transportation)—then less than half of the labor force, only 25,000,000 people, are really at work.

The distribution of the abundance they produce is secured in large part by employing people in the task of distribution. This is not to say that the distributors do not serve a valid economic function. But selling and distribution costs commonly mark up the manufacturing cost of durable goods by 250%. The major portion of the profit on the sales price therefore comes from the distribution process. Since gimmickry is thus made to grow by what it feeds upon, the distribution system pays a premium on waste. Its principal economic justification is that it does provide "work" and so increases the number of consumers.

To the 12,000,000 employed in distribution should be added another 12,000,000 who qualify as consumers by virtue of their employment in financial, clerical, and service functions—necessary but again not productive work even as it is formally defined in our national bookkeeping. Another large group of consumers are qualified by their enrollment on government payrolls. Certain members of the community will stoutly deny that these people ever do a day's work. Not counting the armed forces, their number now exceeds 5,500,000. If the figure looks too big, it is because we usually forget local and state governments in these calculations. The figure comes back into scale when we recognize that $132,000,000,000, nearly 30% of the gross national

The Creative Man's Corner . . .

Shot Rings Untrue



According to Bartlett's it was Charles Caleb Colton who said that imitation is the sincerest form of flattery. But who Charles Caleb Colton was (1780-1832) we have been unable to find—either in the Encyclopedia Brittanica or in the Reader's Encyclopedia.

No matter. If we were Doyle Dane Bernbach, we would hardly find this ad for Ronrico flattering. As a matter of fact, it is a sort of combination of the Doyle Dane Bernbach-Ogilvy, Benson & Mather schools. But it rings as true, when dropped on the hard marble of the critical mind, as a lead quarter. In fact, we find it as annoying as we find a counterfeit coin in our charge.

It purports to tell the *true* story of Paul Revere—not the one retailed by Longfellow, but the one disclosed (if you can read the tiny type under the lower right hand side of the illustration) by Charles William Taussig in his book, "Rum, Romance & Rebellion." In effect, it states that on the 18th of April, 1775, Paul Revere got himself rummed up with his friend Isaac Hall and, bounding into his saddle, rode through the countryside shouting that the British were coming. It also states that in those days "Puerto Rican rum was the best a man could drink." But no source is given for this statement.

Was Puerto Rican rum available in those days? Was it even distilled? And did the Paul we learned to revere get himself fried on it? We do not have the historical facts at hand, but we find ourselves suffused with doubt and a most repugnant taste. How far must an advertisement reach for interest? #

"This isn't much like our first date. All you wanted was a cup of coffee. That's why I called you again . . . I could *afford* you. I'll bet we spend more tonight than in our whole first year together . . . if you count the baby-sitter."

New York is good food and a good time. Over $2.2 billion is spent dining and wining out in this market every year . . . more than in Chicago, Los Angeles and Philadelphia combined. Like everything else in New York, fun is profitable business. And like everything else, the way to sell it is through The New York Times. It serves New Yorkers with the most news . . . sells them with the most advertising. New York *is* The New York Times.

product, turned over in government budgets in 1959. Those expenditures not only set up 5,500,000 consumers for the goods made by those more productively employed; the money also made substantial direct purchases of goods and so generated millions of the jobs in the production sector.

Our roll-call ends with the approximately 2,000,000 household employes and the 2,000,000 or more who are employed in teaching or self-employed in the learned professions. Those whom we have here classified as non-productive workers constituted only 30% of the labor force of 1900; they make up 60% of it today. Compared with the day's work that confronts most of mankind every morning, most American citizens are not engaged in work at all.

Thus, up to the present, the American society has managed to handle the subversion of the institution of work without undue stress upon the system of distribution that has carried over from the days of scarcity. Work, the illusion of work, and pleasant substitutes for work furnish an expanding population with the purchasing power to consume an even more rapidly expanding volume of production. For most of the past twenty years employment has been "full."

Arms Fill Employment Gap

It now appears, however, that the advance of technology has begun to outstrip our capacity for social invention. Before the second World War, in the flux of technological change and the oscillations of the business cycle, the system chronically fell 5 or 10% below full employment and fell as far as 25% below in 1933. It is instructive to compare this experience with the present. During the past several years, despite a steady rise in gross national product, unemployment has been rising. Each wavelet in the now well-damped business cycle has left a larger number of workers high and dry on the beach. Unemployment now approaches 6,000,000, or nearly 10% of the labor force. But this figure seriously understates the gap between the jobs available in the production and distribution of goods in the economy and the number of people who need employment in order to be able to purchase their share of those goods.

That gap has been filled for the past fifteen years by the war economy that has grown up alongside the consumer economy in our country. The rolls of the employed include today the 2,500,000 in the armed forces; they are certainly not employed in the production and distribution of goods. To their numbers should be added the 1,000,000 civilian employes of the Department of Defense, whose principal employment is that of housekeeping and procurement for those in uniform. Finally, we must add the 2,500,000 workers in industry engaged in filling the procurement orders of the military. The total of those unemployed or employed outside the civilian economy thus comes to 12,000,000, close to 20% of the labor force, only 5% below the unemployment peak of 1933—and this at a time when the gross national product has reached an all-time high.

■ Wassily Leontief, of Harvard University, has recently adapted his "input-output" technique to permit detailed analysis of the prospective economic consequences of disarmament. Study of his tables indicates that even if the gross national product is maintained at peak levels through the transition period following an agreement to disarm, the civilian economy would very likely fall short of re-employing all of those who would be disemployed by the cut in military expenditure. The same study indicates that by 1965 technological disemployment will, in any case, eliminate about one-fifth of the jobs in industry now generated by the procurement of arms (unless progress in the technology of armament continues to generate new starts on new weapons systems). In other industries, in the same period, technological progress promises to reduce employment by an average of close to 10%.

■ The evidence that full employment is no longer an attainable objective seems to be growing. Of course, the arms budget can be arbitrarily increased, and the size of the armed forces along with it, to offset technological disemployment in the armament industries. But no one really wants to contemplate an indefinite continuation of the arms race. Alternatively, or concurrently, some of the slack can be taken up by a thirty-hour work week, a measure advocated by both presidential candidates as long ago as 1956. After that, the work week could be reduced to twenty-five, then twenty hours—and the inefficiencies inherent in such a short work week would help to create more jobs. At that point the nation will have come really close to being a workless society.

No reasonably predictable rate of growth in the productive sectors of the economy seems equal to overtaking the current rate of technological disemployment. Every step of progress in automatic control reduces the capital investment as well as the employment per unit of output. As the cost of investment goes down, the rate of technological progress must increase and with it disemployment. Even an expanding economy must employ progressively fewer workers in its productive sectors. At some point the terminus of full investment will be reached; even at the present level of opulence, the consumer economy shows signs of surfeit. There is, of course, a vast untapped market in the income groups at the bottom third of the economic pyramid. But how are their wants to be implemented with purchasing power when that bottom third already counts the disemployed among its members?

In the long run, larger questions must be asked and answered. If a fraction of the labor force is capable of supplying an abundance of everything the population needs and wants, then why should the rest of the population have to work for a living? Preposterous alternatives come forward: Give-away programs on television suggest that television might be employed to give the abundance away instead of trying to sell it. If production cannot be maintained at a profit under such circumstances, then why should a profit be made? Some other standard of accounting might serve even better to reduce waste and inefficiency.

What Can Stave Off 'Spectre of Universal Leisure?'

These questions are put in a deliberately extreme form. They suggest the kind of overturn in the values of our society which is already quaking the ground beneath our feet. The virtues of hard work and profit are rooted in scarcity. They have no relevance to the economics or the sociology of abundance.

Any hard work that a machine can do is better done by a machine; "hard" these days means mostly boring and repetitive, whether in the factory or in the office. But the instinct for workmanship, the need to feel needed, the will to achieve, are deeply felt in every human heart. They are not universally fulfilled by the kind of employment most people find. Full employment in the kind of employment that is commonly available, whether blue-collar or white-collar, has been plainly outmoded by technology.

The liberation of people from tasks unworthy of human capacity should free that capacity for a host of activities now neglected in our civilization: Teaching and learning, fundamental scientific investigation, the performing arts and the graphic arts, letters, the crafts, politics, and social service. Characteristically these activities involve the interaction of people with people rather than with things. They are admittedly not productive activities; nor are they profitable in the strict sense. But they are highly rewarding to the individuals involved and add greatly to the wealth of the nation. There is no question that our population numbers increasing millions of people qualified for such functions; our institutions of higher learning will have an enrollment of 6,000,000 before the decade is out. The nation's principal economic problem has become that of certifying its citizens as consumers of the abundance available to sustain them in tasks worthy of their time.

■ What disturbs the scarcity economist, of course, is that such certification is likely to be provided by the public payroll. It must be recognized, however, that these activities—along with urban rapid transit, the enhancement and conservation of natural resources, public works, the best kind of medicine, the operation of museums, and so on—have never been or can no longer be conducted at a profit. Most of these activities and institutions are now short-changed. With abundance to support the expanding portion of the population engaged in them, we may anticipate that they will assume a higher priority in our civilization.

In any event, so long as the institutions of work and property preside over our economic activities, it is clear that the distribution of material goods will be achieved as it has been in the past, by expansion of the "non-productive" payroll in both the public and the private sectors of the economy. The "peace corps" and the revival of the conservation corps proposed by the Kennedy administration are the latest steps in this direction. There is plenty of need, if not demand, for labor of this kind. A really adequate program of assistance to the underdeveloped countries might engage large numbers of disemployed factory workers in teaching their skills to people now entering on their industrial revolution. For some time to come, we can be sure, the real work that remains to be done in the world will stave off the spector of universal leisure.

■ As for profit, considerations other than profit are already being pressed upon the great corporations by society through governmental regulatory agencies. The self-perpetuating management is understandably wary of such invasion of its prerogatives. In the present ascendance of its reputation, however, it should be more concerned about its performance than its prerogatives. What is most to be asked of the corporate enterprise system is the vigorous promotion of technological progress. This, in fact, is the primary purpose served by profit in the industrial system today; as a kind of involuntary savings, extracted beforehand from the thriftless consumer, retained corporate earnings have furnished the principal capital for industrial expansion throughout the past fifty years. In the future, the

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Tips for the Production Man . . .

Need for a Study of Variation in 'Standard' Second Colors

By Kenneth B. Butler

Recommended standard second colors for business publications have been reviewed by the committee representing the Four A's, ABP and NBP. The selections have been republished without change from the previous printing six years ago. The idea of standard colors was inaugurated ten years ago.

The report points out that a publication may offer additional colors as standard and may set its own policies on special matched colors. This year's presentation of the standard colors presents five gradations of each color, from solid down through various screenings to 25%. The color swatches show the results of each with reverse as well as overprint. Reverse is seldom legible below 60% screening. Overprints are successful except over blue.

The hues chosen are commendable, in our opinion, especially the yellow, which is a strong, vigorous chrome yellow with good body to it. Any leading ink manufacturer is able to supply the standard inks. The specimens are printed on 45-lb. machine coated stock, which is a typical business publication paper.

* * *

In actual practice, there is an astounding amount of variation in the actual printed results even where all the publications on a schedule presume to offer the standard colors. We discussed this situation in a column earlier this year (AA, April 10). Several wrote in to agree with us. Typical was the comment of Don Lowery, ad manager of Clipper Mfg. Co., Kansas City, Mo.

He wrote: "Our experience in using color in both regional and national publications has been so unsatisfactory that we have discontinued the use of color except on certain occasions and in specific magazines that have more closely met the color values of the standard second colors. Our equipment is orange. No two magazines in a single month ever matched."

Mr. Lowery quoted some of the responses given him:

- "We try to meet a happy medium among all advertisers using the same color."
- "Our ink supply must have run down on this particular copy and other copies probably had the right color."
- "Sorry it happened; will see that it does not happen again."

Mr. Lowery wrote that the only solution seemed to be switching to furnished inserts, which would be uneconomical.

* * *

The joint committee's report takes some cognizance of this variation in results, for it warns that advertisers should not expect more than a "commercial match." We are aware of the term and its significance, which is "a match that is not a match." Reasons listed in the report are variations in paper, temperature, printing plates, make-ready, and ink flow, which is regulated to give best results for all colors in a given color row.

Some of the results we have seen present such pronounced variation from norm that other factors surely must prevail. I suspect that one of them is the use of a special color for one advertiser and letting all other ads of that color ride in the same train.

The why and wherefore of color variations could well be the object of a study by the joint committee. I am sure there are many advertisers who will be glad to assemble exhibits showing the results they got when a given ad was run in several publications, each using the "standard second colors." #

Glance at the new Saturday Evening Post, and you notice something different. Look inside and you know this is a difference by design. A difference you see in different ways. A startling difference like the tiger design on the following page by Neil Fujita from this week's issue. A subtle difference like the small announcements throughout the magazine about other interesting features in the *same* issue. A difference with a purpose. It hits you right between the eyes . . . in your mind. You look. You read. You think. Suddenly art and words achieve a new harmony. Suddenly a story has new meaning before you read a single word. Turn the page and see!

the demon of karimpala

By David Walker

My name is Peter Hill. I am a tea planter in the Darjeeling hills, but that March afternoon I was down in the jungles of West Bengal. I came out of the forest, went through a high gate and unloaded my rifle. It was dusty and hot, and I was thinking of the swim that I would have. The swim would be fun—or a coolness and relief. But I was not here for fun. I was here to shoot a man-eating tiger. I walked up the drive to the whitewashed bungalow. It is a lovely place, that Karimpala. Even then, in the dryness of the year, the lawns were green and spring water abundant. In princely days Karimpala had been the country retreat of a maharaja who liked to fence his companions in, or to fence his wildlife out, whichever it had been, or both. At any rate, a spiked, twenty-foot railing had served some purpose and still was tiger-proof, which made for peaceful sleep at present. Not that my sleep was peaceful in those days. "Oh, damnation!" I said, seeing a Landrover beside my jeep. They had asked me to come to deal with this animal, but they did not tell me that company would thrust itself on me at Karimpala. I did not want company, except the trusty, annoying company of old Fazl Haq, my bearer. This would be a planter, a forestry officer, a someone or other to have to talk to, drink with and be bored by. Whoever it was did not appear, and I went into my room at one end of the bungalow. "Who is it?" I asked Fazl Haq, putting my rifle in the rack. "It is Kittery Sahib," he said. "And the Sahib is sick." "Oh," I said. That would be Martin Kittery, who managed a garden along the Dooars. I knew him slightly, and I knew that he had lost his wife a year ago abroad—in Canada, perhaps—and that he had been flown to Calcutta for an operation this past Christmas. We planters are a small league,

(continued)

Yes, the new POST is different, as witness just a few of the standouts from the October 7th issue:—

"The best that medical science could do for Paul Czika was to administer massive doses of X rays and an anticancer drug, Cytoxan. It was a forlorn hope. Paul's 'tummy pains' had gone unattended too long." Read **What Parents Should Know About Childhood Cancer,** by John E. Allen, M.D.

"It is today's civilized substitute for the orgies and Bacchanalia of ancient Greece and Rome." Read **Speaking Out: In Defense Of The Cocktail Party,** by Hannah Lees

"Pike brings an unconventional background to the highest order the Episcopal Church can bestow. He was a Roman Catholic until he was twenty. By his twenty-ninth birthday he had been through marriage, divorce and remarriage; at thirty he was an atheistic Government attorney." Read **Battling Bishop,** by Jerome Ellison

"Charles First entreated his captors to let him ride Newmarket Heath once more. They did—before they handed him over to the headsman." Read **Newmarket: Horsiest Town In The World,** by John Kobler

Again this week, The Saturday Evening Post brings a new *power* to the printed word, a new *medium* to graphic designers, a new *potential* to the printed page, a vigorous new *kind of marketplace* for advertisers—and suddenly, reading becomes a new adventure!

The Saturday Evening POST

© 1961 The Curtis Publishing Company

"economic republic" of A. A. Berle envisions the insistent intrusion of the public interest in the councils of the private governments that operate our economy, especially when it comes to the deployment of investment funds.

Our society is probably closer to being propertyless than workless today. But the rate of technological progress is speeding up. It appears now to be moving faster than even the responsive and resilient American social order can evolve. Some of the changes may have to come in quantum jumps. For these we need economic and political leadership whose perception and judgment are not compromised in any fashion by commitments to the past. #

The Peeled Eye Department . . .

Was This Page Set in Type by the Brute Force Steel Band?

By Dick Neff

Lost Art?

A reader in Trinidad—J. Kessell, director of Davies & Chislett Ltd., Port-of-Spain—sent us a Jim-dandy this month.

"I thought you might be interested in this page from a type catalogue received from a new typesetting house in this country," he writes.

Dick Neff

The page, shown here, speaks for itself, with a strong steel band beat.

The Cheesecake Sweepstakes

"In pouring over some recent issues of *Architectural Record* I ran across the attached ad . . . ," writes Darrell White, of Harry M. Miller Inc., Columbus, O. "The advertiser thought enough of it to run it twice in the same issue . . .

"P.S. One of my fellow copywriters seriously contends that we should have more of this type of advertising because he firmly believes that it sells. He didn't say what . . . "

Too Divine for Words

"I KNOW JUST THE PLACE TO DINE, MY DEAR," reads an extraordinary advertisement we read recently in a newspaper in Detroit, of all places.

"We're not going to an ordinary restaurant tonight dear. I'm taking you somewhere special! And the children are coming along too. I was invited to ——— Inn last week and I fell in love with the place. I felt that I was at a very swanky resort.

"I was amazed when I entered this rambling colonial establishment. Passing through the foyer I found myself in a dining room of rich elegance. In a special niche was a smorgasbord . . .

"After dinner I took a little tour of ——— Inn. The two cocktail lounges I found in particularly good taste with plenty of 'atmosphere.'

"And the location was divine. Beside a beautiful shimmering lake, amid delightful landscaping and flowers, it really was a sort of heaven. You'll just love it, my dear. So here we go! . . . "

By helicopter, by jet, or just by flapping our own divine little arms?

Road, Etc., Signs Dept.

In refreshing contrast to the mauve prose of the other restaurant ad on this fortnight's menu is the home-grown sound of this road sign near Atlanta:

HEP STAMP OUT
HOME COOKIN'
—EAT AT THE
7 STEERS . . .

Strolling Down Memo Lane

Excerpt from an advertising agency memo:

"The finished copy and layout must be approved and signed by the proofreader, copywriter, art director, copy group head, creative director, account operations manager and Mr. ———.

"No piece of copy or layout for an ad is to leave this office . . . without these signatures, no matter how rushed it is, unless any of the individuals above are on vacation, away ill, or out of town on business. We have been criticized too oftern when material reached ——— with some ridiculous error in it that should have been caught by New York and no signatures to boot. When the client asks, "Who in N.Y. is responsible for catching this sort of thing?" the answer is —each and every person who signs the copy and layout going to ——— is responsible, and if we all read and study it, these mistakes would not happen. After all, if the client reads each and every ad, we should too."

Comment scribbled in the margin of a copy sent back to the sender of the memo:

"You're dead right . . . We should all read everything more oftern. Like, say, oncet." #

Adulterate! Never!

Adulterate: To make impure by admixture of other or baser ingredients; corrupt.

Sta-Crete doesn't — Sta-Crete ships unadulterated epoxy formulations for your concrete job. Always specify Sta-Crete to solve concrete bonding problems.

Sta-Crete —

- Bonds concrete to concrete
- Waterproofs
- Resurfaces
- Decorates

Start dating now — the Sta-Crete datebook is reserved for you.

STA-CRETE Inc.,
115 New Montgomery,
San Francisco 5, California

Name_____
Address_____
City_____
State_____
Position_____
Company_____
Phone_____

Dealer Inquiries Invited.

CONSORT

6 Point

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Communications in Industry . . .

Telling Where the Ad Dollar Goes

By Robert Newcomb and Marg Sammons

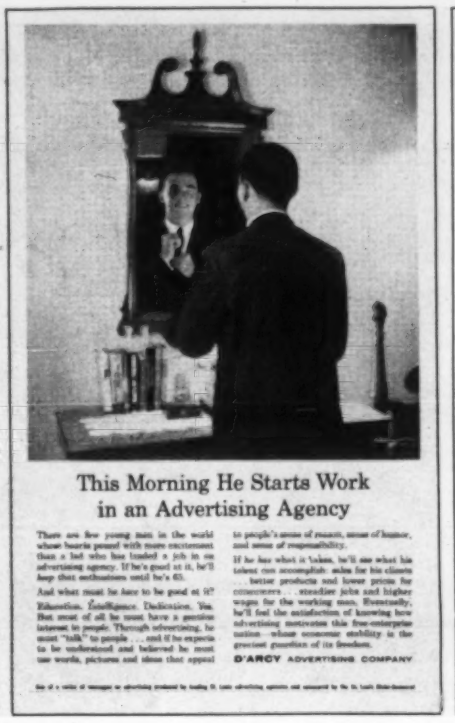
Last year a campaign in *The New Yorker* was hailed as one of the best read and most talked about series of ads that ever sold vegetables. This heartening testimony came from the least impeachable authority, the client. The campaign is being continued this year and the first ad of the new series appeared, again in *The New Yorker*, Sept. 23. This is the campaign in part of Green Giant, Le Sueur, Minn.

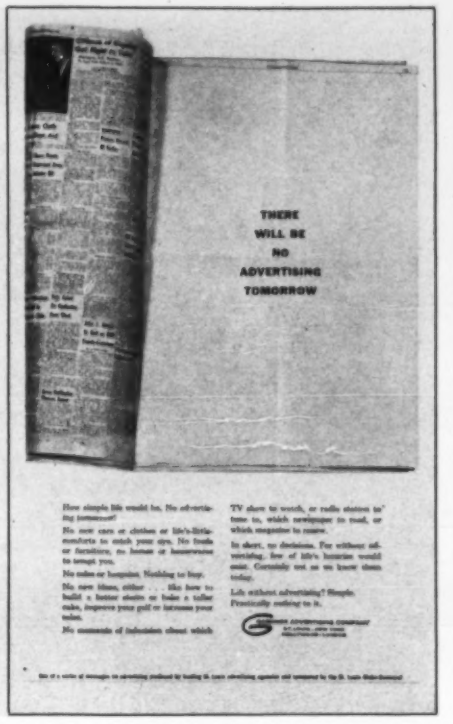
What is more interesting to some people than the refreshing triumphs of the advertising campaign is that everyone who works for Green Giant has known all about this for some time. He knows what is coming up in three issues of *Life* (ads for Green Giant peas and corn) and knows what they are going to look like. He knows all about the Green Giant storyland coloring book for children (free with two labels) and what the farm truck promotion will look like in *Life* and *Better Homes and Gardens* in October.

The Green Giant employe knows all these things because the company advertising department and communications department work closely together. When it was decided that the company would be in on the sponsorship of the daytime "Loretta Young Show" and "From These Roots," the employes heard about it, and they know that—as soon as the nighttime spots are decided upon—they'll hear about that, too. Advertising thus involves telling not only the buying public about the company's products, but telling the employes the whole story in advance.

■ Green Giant's advertising people reason that the employes of the company are interested in the company's product advertising, that they buy the products and promote them among their friends. Thus

Local Agencies Tell Advertising's Story





ST. LOUIS AGENCIES SPEAK UP—*The St. Louis Globe-Democrat is the latest newspaper to invite local advertising agencies to develop advertisements explaining the function of advertising to the public. The variety of approaches being developed is indicated by the four ads reproduced here—by Krupnick & Associates, D'Arcy, Winius-Brandon and Gardner. A total of 24 local advertising agencies have agreed to be represented in the series.*

the GG ad staff doesn't content itself merely with giving employes a preview of an upcoming ad—the employes are taken behind the scenes to see the advertising taking shape.

■ For example, in a recent issue of the employe magazine, the readers were given the story behind the tv commercials being introduced this fall. They learned that the commercials were produced by Swift-Chaplin of Hollywood, known particularly for their Alka Seltzer and Hamm's beer commercials; that the jingle was written by Bernie Saber Musical Productions and that the quartette that sings the jingle includes Lurlean Hunter. Five stills from the commercial were shown, and readers learned in the employe paper that the sets were miniature, all built to scale, including corn stalks, tiny ears of corn, and red and green peppers. The reader gets the full story of what's behind his company's commercial, including the news that the Green Giant shown in the picture was made up with a special green concoction developed by Max Factor. All the inside stuff is there, and if a company employe gets into conversation with a friend on the subject of the company's tv commercials, he will be fortified with all the answers.

Isn't this healthy? The company expects its employes to be not only good, faithful, loyal employes, but it hopes that they will be informed salesmen as well. The advertising department or agency that overlooks the employe audience—or neglects it in its zeal to capture the attention of the larger public—overlooks also one of the simple fundamentals of successful selling. #

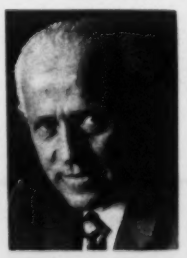
On the Merchandising Front . . .

Sophisticated Shoppers and Over-Priced Brands

By E. B. Weiss

Is there anyone in advertising who would deny that *some* advertised brands are *over*-priced and thus offer the public *poor* value?

I am not talking about *rare* examples. Neither am I saying that this is *common* practice.


E. B. Weiss

But I do believe that an unbiased summation of the shopper-value situation with respect to advertised brands would present the conclusion, that *in too many instances*, advertised brands do *not* offer the public the best values. (Just one example of what I am referring to would be those manufacturers who make identical merchandise available under store-controlled brands at substantially lower prices than the price tags attached to the manufacturer's own brands.)

I think it is high time this situation was brought out into the open, as much for the ultimate benefit of advertising as for the benefit of the shopping public. I take this position because a sufficiently large and growing segment of our most important shoppers (those with ample discretionary income) are becoming increasingly sophisticated.

And sophisticated shoppers are tending to become more astute shoppers. They are capable of doing a better job of spotting values. They are more willing to depend on their own judgment—and to rely less on labels.

Is this theory? Not at all.

It happens to be the fundamental philosophy of our most dynamic retailers—the various newer low-margin merchants. More and more, the discount outlet is operating on the theory that substantial segments of the shopping public are more interested in *values* per se than in *brands* per se—and that this shopper attitude is being extended quite rapidly over a growing number of merchandise categories.

This doesn't mean that the discount outlet isn't interested in pre-sold brands. But it does mean that the discount operator has acquired a mounting faith in the shopping ability of many shoppers and therefore does not feel so utterly dependent on pre-sold brands as was true of the early discounters.

■ I had the chief executive officer of one of the most successful low-margin retail chains in the country tell me very recently that anyone who doubts the growing keenness of the shopper should make the following test: (1) Take a group of women's garments. (2) Price them 25% below the normal figure as though this were an error—in other words, the shopper has no means of knowing (other than her ability to judge values) that these garments have been marked down substantially. (3) Then watch and see how those garments move off the racks!

That same store executive told me that occasionally his marking room will mark a group of garments incorrectly. The incorrectly-marked garments get out into the selling floor. If the incorrect prices represent unusual values—those garments are snatched up by shoppers in jig time. If the pricing error is on the other side of the fence, those garments just go dead! He remarked that he has seen this happen scores upon scores of times—and he simply can't get over the uncanny ability of so many shoppers to spot an unusual value in ready-to-wear.

■ Now bear in mind that values in ready-to-wear are more difficult for the shopper to judge than is the case with many other merchandise categories. Yet the evidence leaves *absolutely no room to doubt* that, in ready-to-wear, an amazing number of shoppers can spot in split seconds a garment that has been incorrectly marked *below* its true value.

And that brings us back to the subject of pre-sold brands that use advertising as a means of *lifting* prices. Within the advertising fraternity this tends to be a verboten subject. I imagine that Brand Names Foundation will charge out with an "it ain't so" denial. But anyone engaged in advertising who refuses to acknowledge the existence of over-priced, poor-value, pre-sold brands is simply living in fairyland.

The point I am making is that this is becoming an increasingly dangerous attitude. Recently, *Women's Wear Daily* remarked that the merchandising recipe for the success of discount merchants in apparel and related soft goods classifications included: *"A basic assumption that consumers can spot values even on non-branded, non-identifiable goods."* That observation underscores the situation I am trying to mark out in this column.

■ Certainly it was over-priced, pre-sold brands that held open a wide door for the store-controlled brands in food, health aids, and now in certain hard and soft classifications. This is precisely why the store-controlled brand is making such remarkable progress currently. And I believe that even Brand Names Foundation now understands that a substantial percentage of store-controlled brands are made by manufacturers of pre-sold brands and, very often, are precisely the same as the pre-sold brand except for the label.

But more important, I believe, is the fact that important segments of our shoppers are—perhaps for the first time—*beginning to question the values inherent in the pre-sold brand*. They are tending to be hypnotized *somewhat less* by brands. They are *somewhat more willing* to rely on their own judgment.

These are our more sophisticated shoppers—and their numbers are increasing rapidly. They include many younger shoppers. Consequently, for some national advertisers to continue to operate on the premise that *all* shoppers are nitwits becomes increasingly dangerous. #

everything's on the up and up and up...at

Woman's Day

A FAWCETT PUBLICATION

Announcing significant new highs in all three of the vital areas that determine health and growth in a women's service magazine.

New high in CIRCULATION: UP

more than 20% over August 1960. Each month 5,500,000 homemakers pick up **Woman's Day** and tote it home, because they want to read it!

New high in OUTLETS: UP

17% over a year ago. 17,000 stores and supermarkets, across the U.S.A. devote valuable space to **Woman's Day** because their customers want to buy it!

New high in REVENUE: UP

21% and 13% for October and November over 1960, producing the fattest revenues in **Woman's Day** history because advertisers want to use it!

"The kind of feeling" women have for Woman's Day makes them go out and buy it, use it, clip it, keep it... creates an ideal climate for your advertising!

COPYRIGHT FAWCETT PUBLICATIONS, INC., 1961

Type Clinic Begins

Typographic Service Co. currently is sponsoring a 14-week typography seminar, called Type Clinic, at 305 E. 45th St., New York. The clinic is moderated by Joseph S. Armellino, chief typographer of Batten, Barton, Durstine & Osborn. Another seminar will be held in January. Admission at the two-hour weekly meetings is free to agency personnel who work with type.

Guerin, Johnstone Adds Two

Guerin, Johnstone, Gage, Los Angeles, has been appointed agency for the Ball division of Industrial Tectonics Inc., Ann Arbor, Mich. The division makes precision balls for industrial uses. Guerin, Johnstone also has been named to handle the first major campaign for Astronics, a division of Mitchell Camera Corp., Glendale. The division makes sensing devices produced to high accuracy tolerances.

James Dow Opens Company

James L. Dow Co., a new company which will specialize in sales promotion, advertising specialties and public relations, has opened headquarters at 520 N. Michigan Ave., Chicago. James L. Dow, president of the new company, formerly was board chairman and general sales manager of Louis F. Dow Co., St. Paul. Dow plans to open branch offices later in New York and Los Angeles.

Helen Brown to Hickerson

Helen Brown, formerly an assistant editor of *American Heritage*, has been named to the creative staff of J. M. Hickerson Inc., New York.

Ponic Joins 'Good House'

John G. Ponic, formerly with *Cosmopolitan* and *Puck—The Comic Weekly*, has been appointed to the Chicago sales staff of *Good Housekeeping*.

BEAM
The World's Finest Bourbon since 1795
There are 167 years of Beam family history behind the good taste of Beam
WORTHY OF YOUR TRUST

ALMOST REVOLUTIONARY—*James B. Beam Distilling Co. reaches 167 years back into history to review its bourbon-making background in color pages in Life, Holiday and Esquire.*

Blair Opens Push to Boost Group Buy

NEW YORK, Sept. 26—John Blair & Co., radio station representative, has opened a fall campaign to stir sponsor interest in the Blair group plan.

Advertisers and agencies will be alerted through a series of page ads in business and consumer publications and through in-person merchandising.

■ Under the plan, Blair stations—up to 52—are offered as a group with discounts ranging up to 20%. Special spot drives, designed to meet an advertiser's distribution needs, are worked out in conjunction with his advertising agency.

Among the advertisers who have used the plan are Mennen, Dodge, Ipana, Cut-Rite Wax Paper, Philip Morris, Beech Nut coffee, Ac'cent, Dash dog food, M-G-M, Parker Bros. games, Columbia Pictures, Pur-o-lator, Dormeyer appliances, Du Pont Zerex, U.S. Keds, Tranfastic lotion and the Tea Council of the U.S.A.

To merchandise the campaign, Blair men visited advertisers and agency contacts along Madison and Michigan Aves. and presented them with a gift box loaded with products of users of the plan. #

GE Coffeemakers Get Push

The portable appliance department of General Electric Co., Bridgeport, will promote GE coffeemakers this fall with a premium offer of a Paul Revere styled sugar and creamer, a $4.95 retail value, free with the purchase of any of the company's three coffeemakers. The promotion will be advertised in the November *McCall's*, and participating dealers will receive counter cards. Young & Rubicam, New York, is the agency.

Advertisement

Money *moves* in Cleveland

Here is the large market with an average effective buying income (a high $8,035 per Cuyahoga County family) based on a staunch and well diversified industry. This is the market that produces retail sales *larger* than those of any one of 38 entire states. It's an easy market to reach and sell for the Plain Dealer is a direct line to the families who spend for *everything*.

and PLAIN DEALER *families move most of it*

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

Advertisement

CHERCHEZ LA FEMME WHO KNOWS the Vermont market story, and she'll tell you to use the Vermont Allied Dailies. Just one order, one bill, one buy home-delivers your sales message through a six-newspaper group which saturates the part of Vermont where 93.9% of the state's $652 million buying power originates.

Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

Texas-Kentucky Hoe Cake Cornbread

1 cup cornmeal
1 teaspoon salt
boiling water

Heat cornmeal in oven to make it crisp. Mix salt with it, and add enough boiling water to hold the meal together. Moisten hands in cold sweet milk and shape meal mixture into small, oblong patties about ½ inch thick. Fry in enough hot fat to almost cover patty. Cook until golden brown, turning once. **6 to 8 servings.**

Louisiana One-Dish Meal

Brunswick Stew

1 hog's head or small hen
2 pounds boneless stew meat
1 pound onions
3 pounds potatoes
2 cans tomatoes
2 cans cream-style corn
1 can English peas
1 can lima beans
1½ bottles ketchup
1 bottle Worcestershire sauce
½ cup vinegar
¾ cup lemon juice
4 teaspoons Tabasco sauce
2 tablespoons salt
black pepper

Cook the hog's head or hen and stew meat until well done or meat leaves the bone. Grind and set meat aside. Put onions and potatoes through food grinder and add to the broth. Cook until well done. Add meat and other ingredients. Cook on low heat until well done and thick (about 2 to 3 hours). Serve hot; or cool, pour into containers, and freeze. **5 to 6 quarts.**

Tennessee Molasses Pie

½ cup brown sugar
3 teaspoons cornmeal
1 cup molasses or syrup
2 tablespoons butter or margarine
4 eggs
1 teaspoon vanilla
uncooked pastry shell

Mix brown sugar and cornmeal, and cream into molasses, butter, and lightly beaten eggs. Add vanilla, and bake in uncooked pastry shell at 375 degrees F. for 40 minutes, or until filling is firm. **6 to 8 servings.**

Old Virginia Sally Lunn

½ cup scalded milk
6 tablespoons shortening
1 package dry yeast
¼ cup warm water
2 cups sifted flour
2 tablespoons sugar
½ teaspoon salt
2 eggs

Combine milk, shortening; cool until lukewarm. Meanwhile dissolve yeast. In a large bowl combine flour, sugar, and salt; make a well in the center. Stir in yeast, then milk mixture. Let rise in a warm place about 20 minutes. Stir in beaten eggs, and mix well. Cover with a clean towel and let rise until doubled in bulk (about 2 hours). Then beat well and turn into greased tube cake pan. Cover with a clean towel and let rise in warm place until doubled in bulk. Bake at 425 degrees F. for 15 or 20 minutes, or until done. Serve hot; first split across and butter, then cut into wedges. Or next day, toast wedges. **1 large Sally Lunn or 2 loaves.**

South Carolina Shrimp Gumbo

½ cup bacon drippings
½ cup flour
salt
1 medium-sized onion, chopped
2 stalks celery, chopped
1 green pepper
1 cup cooked tomatoes
1 pound country sausage
3 pints water
1½ pounds shrimp

Heat bacon drippings in large saucepan. Add ½ cup flour, or enough to blend with fat. Add salt. Stir until as brown as possible without burning. Add onion, celery, and pepper, and stir until wilted. Add tomatoes and fry for a minute or two, stirring constantly. Add sausage, cut into circles, and the water. Cook all together until well done; then add shrimp. Cook shrimp only a short time (about 7 minutes), or it will break into pieces. Serve over hot rice. **10 servings.**

Florida Stuffed Quail

Allow two birds for each guest. Leaving quail whole, pluck and clean them carefully, saving the hearts and gizzards. Sprinkle the quail inside and out with salt, then stuff lightly with a bread dressing made by mixing together thoroughly 3 or 4 cups of crumbled bread, a medium-sized onion minced fine, ½ cup of raisins, salt, pepper, sage, thyme, and paprika to taste, and about ½ cup salad oil or bacon drippings. Tuck a heart and a gizzard into each bird, and sew up the openings with a strong, white thread.

Brown the quail on all sides in plenty of hot shortening in a heavy skillet, salting and peppering them as they cook; then add hot water to fill the skillet about two-thirds full, cover, and cook slowly until the birds are tender. Add a little more water occasionally if needed. Remove the quail and keep hot while you thicken the remaining liquid with flour and water paste. **Season to taste.**

Our Favorite Pecan Pie

Walnuts or hickory nuts may be substituted for pecans

3 eggs
1 cup white sugar
1 cup dark corn syrup
1 cup whole pecans
⅛ teaspoon salt
1 teaspoon vanilla

Beat eggs, sugar, and corn syrup together. Mix in the pecans, and add salt and vanilla. Pour into a pastry-lined 9-inch pie plate. Bake at 425 degrees F. for 10 minutes, then reduce heat to 350 degrees F. and complete baking in 25 or 30 minutes. While the pie is still hot, brush melted butter or margarine over pecans. Serve pie slightly warm or cold, with or without whipped cream. **8 to 10 servings.**

Georgia Hot Sausage Pie

1 pound pork sausage
2 cups canned tomatoes
2 cups whole-kernel corn
2 tablespoons minced onion
2 tablespoons bacon fat
3 tablespoons flour
1 teaspoon sugar
1 teaspoon salt

Cook sausage slowly in skillet until brown, crumbly, and well done. Add tomatoes and drained corn; simmer 10 minutes. Saute onion in bacon fat; mix flour, sugar, and salt; blend with bacon fat and onion. Add to sausage and vegetables; heat to boiling point. Spoon into baking dish; top with slices of buttered bread cut in triangles, biscuit dough, bread-crumbs, or pastry. Bake at 425 degrees F. for 20 minutes, or until topping is browned. Serve hot. **6 to 8 servings.**

Maryland Crabs Imperial

1 tablespoon butter or margarine
1 cup cream
½ teaspoon salt
⅛ teaspoon red pepper
½ teaspoon dry mustard
1 tablespoon Worcestershire sauce
1 teaspoon vinegar
1 cup finely chopped red and green pepper
¾ cup breadcrumbs
1 pound crabmeat

Melt butter or margarine; add cream, salt, red pepper, mustard, Worcestershire sauce, and vinegar. When thoroughly mixed and heated, add red and green peppers and ¾ cup breadcrumbs. Mix well. Remove from heat, and very gently mix in crabmeat. Stuff shells, mounding high, remembering not to break the lumps of crabmeat. Sprinkle lightly with breadcrumbs and bake at 400 degrees F. until brown. **4 to 6 servings.**

Delaware Butter Balls

1 cup butter or margarine
½ cup powdered sugar
1 teaspoon vanilla
2½ cups flour
½ teaspoon salt
¾ cup walnuts, chopped fine

Cream butter or margarine and add sugar gradually; add vanilla. Sift flour, measure, and add to creamed mixture. Add salt and nuts. Roll in ¾-inch balls. Bake in greased pan at 350 degrees F. for 20 minutes. Roll in powdered sugar while still warm, and again when cool.

Ozark Pudding

½ cup sifted flour
2 teaspoons baking powder
½ teaspoon salt
2 eggs
1 cup brown sugar (packed)
2 teaspoons vanilla
1 cup chopped walnuts
1 cup finely chopped peeled apples

Sift flour, baking powder, and salt. Beat eggs, add sugar, and beat until creamy. Stir in dry ingredients and mix. Add vanilla, nuts, and apples. Pour into well greased 10-inch pie-pan and bake at 350 degrees F. for 35 minutes. Serve hot or cold with whipped cream. **8 servings.**

RECIPES FROM THE PROGRESSIVE FARMER

Southerners prefer Southern cooking and the cooks of 1,411,000 Southern households get new recipes each month from the food pages of The Progressive Farmer. Designed to appeal to the particular tastes of Southerners, these recipes are tested and approved by The Progressive Farmer's own test kitchen and by a representative group of leading farm women throughout the South.

Southern cooking is different, just as the South is uniquely different . . . different in geography and climate . . . different in the type and personality of its people . . . different in the way it works and lives . . . different in its reading habits . . . different in that it is far more rural than the rest of the country.

Your recipe for sales in the rural South is your advertising in The Progressive Farmer—a Southern magazine, edited by Southerners for Southerners for 75 years. Published monthly in five separate editions localized to the five distinct farming areas of the South, The Progressive Farmer is a local magazine to each of its 5,785,000 readers. This intensely-localized editorial service gives your advertising powerful local influence in the 16 Southern states.

The South Subscribes to

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Rutkoff Joins Stern, Walters

Roy Rutkoff has joined Stern, Walters & Simmons, Chicago, as an account executive. Mr. Rutkoff was formerly an account executive of Phil Gordon Agency, Chicago.

Ritter, Sanford Adds Account

Stirling, Linder & Pirgal, New York investment broker, has named Ritter, Sanford, Miller & Kampf its first agency.

Fresh
MISTLETOE
for CHRISTMAS
PROMOTIONS
Send for full details—BOX AA
HOLIDAY PROMOTIONS, INC.
a Sub. of Orchids of Hawaii
305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
Branches: 469 E. Ohio St., Chicago 11, Ill. • Tel. 467-5765 • 24333 Narbonne Ave., Lomita (L.A.) Cal. • DA 5-0381

No Box of Cheerios—It's 'Real Departure' . . .

Making of Freberg TV Ad Is Funny as Barrel of (Sales Minded) Monkeys

Tiny Golden Doughnut Is Functional, Not Child's Learning Device, It Seems

By Denis Higgins

Los Angeles, Sept. 27—The scene is a darkened sound stage in Hollywood.

The time is late afternoon—about four o'clock.

The characters are a couple of account people from Dancer-Fitzgerald-Sample, a silent young man from the agency's client, General Mills, and a mixed salad of studio types—actors, makeup men, directors and technicians. There are other people milling about in the gloom beyond the klieg lights, but nobody pays much attention to them.

All are assembled for the taping of a new series of Cheerios commercials, whipped up by the frothy pen of Stan Freberg, boss of Freberg Ltd. and self styled ace jiggler of the national consumer funnybone.

Enter Mr. Freberg, an owlish young man who frames the world in the thick round rings of his horn rims, and who pads quietly about with the hangdog air of a bankrupt toy maker. ("When Stan shoots a commercial, all bedlam breaks loose," whispers a Freberg press agent.)

On this particular afternoon, however, Mr. Freberg is not in the mood for loosing much bedlam. Mr. Freberg, as he scans the scripts for the Cheerios spots (breaking in major markets this week), is intent only on pushing the mush, selling the product, making the commercial.

"The idea of this commercial," he tells a reporter, "is to get away from the idea that Cheerios is a kid cereal. It's not. The reason that it's shaped the way it is (a miniature doughnut) is because they can toast it evenly all around, get the idea? That's what I told the client. Get away from this kid angle."

■ As anybody in Hollywood will tell you, the filming, taping, or recording of anything—from a 30-second spot to "Gone With the Wind"—is a fairly tedious business, and about as frenzied as joining the Salvation Army.

And with Stan Freberg it's no different. First, there's a conference in the control booth, rehearsal of lines, the smoothing out of last minute details (a delay as Mr. Freberg, impervious to distressed glances from the client and agency people, discusses beer advertising with a man in a tan suit who apparently wandered in from the street and introduced himself as a representative of Carling's Black Label. "I can make beer commercials like no beer commercial you ever saw," says Mr. Freberg).

■ At 5:30, suited up and plastered with makeup, Mr. Freberg is ready to sit down and run over the timing of the first commercial, an obvious spoof of the David Susskind kaffeeklatsch, "Open End." Then the usual changes in the script (Let's substitute "rationalization" with a couple of "ridiculouses") and directives on acting technique (Hey, fellas, naturalness above all).

Finally, by 6:30 p.m., the first of perhaps a dozen takes. The commercial, whimsically entitled "Open Oat," goes like this:

Moderator: Welcome to "Open Oat." We're continuing tonight our discussion of the shape of breakfast cereals and their role in modern society. Dr. Grossbeck, you were talking about the symbolism of a Cheerio.

Grossbeck: Yes. Well, I was happy to find out that their circular shape was functional, not just a gimmick like stars or alphabetical cereals or . . .

Greely: Wait a minute, wait a minute. Since when are letters of the alphabet just a gimmick? I think your great writers like your Bill Shakespeares, and your—er—Fannie Hursts, wouldn't have gotten very far without your letters of the alphabet.

Grossbeck: (snorts) That's ridiculous, ridiculous, ridiculous . . .

Snyder: I'll say. Look—I know of a case in Cleveland where these kids got hold of an alphabet cereal and before anybody could stop 'em they spelled Brigitte Bardot right there on the kitchen table.

Moderator: I think we're getting off the track here.

Snyder: No, this is pertinent. With Cheerios, all they could spell is '000000.'

Greely: Wait a minute . . . wait a minute . . .

Snyder (triumphantly) Cheerios are for eating, not for spelling.

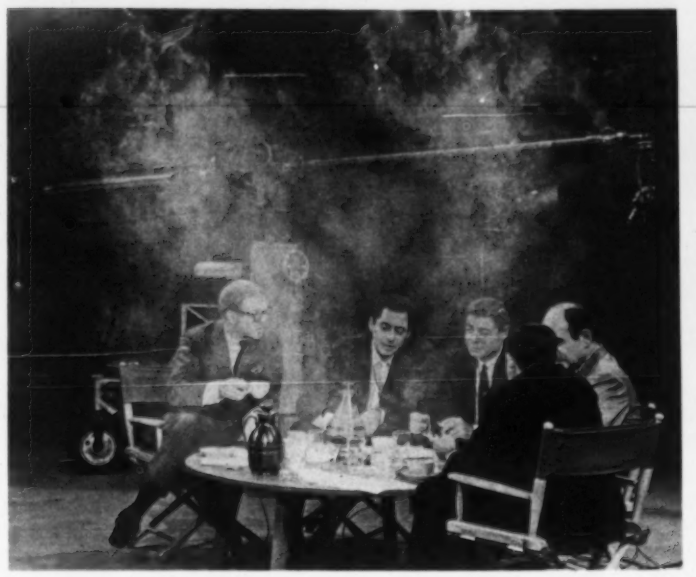
Moderator: I'm sorry. Our time is up. (Looks off camera.) We forgot the box again? (to panelists) Gentlemen, would you mind showing the audience what a Cheerio looks like at least.

All: (holding arms up and making an O sign with thumb and forefinger) Of course . . .

■ Later, Mr. Freberg ruminated on the first completed tape in a session that was to last into the early hours of the next day.

"Did you notice that there was no box of Cheerios in that one? This is a real departure. No box. I had a helluva fight to keep the box out.

"We got to be careful with 'alphabet' and 'alphabetical,' too. You can't mumble 'alphabet' because it sounds too much like Alphabit, which is the Post cereal. All we got to do is mention that and we all go up in smoke." #



OPEN OATS—*Stan Freberg, his foot cocked jauntily, discusses the product with "panelists" in the Cheerios commercial.*

Man Named Sales Manager

Alrick Man, formerly sales manager of Permalite Co., has been named sales manager for Lockwood Trade Journal Co.'s *Paper Trade Journal*, New York. He assumes some of the duties relinquished by Arthur Gordon, vp and business manager, who retired last June.

Tax Trading Stamp Premiums

Robert S. Calvert, Texas state comptroller, has ruled that the sales tax does not apply to trading stamps given a customer, but the tax must be paid when stamps are traded in for a premium.

O'Brien Unveils Research Plan

O'Brien-Sherwood Associates, New York, has announced a new packaged research service for measuring the merchandising effectiveness of competitive brands in supermarkets. Called "The Continuing Study of Super Market Distribution," the service will issue periodic reports, (1) On the major variables of in-store display and promotion, observed and measured in a cross-section of supermarkets throughout the U.S., and (2) on the ways in which magnitudes of merchandising differences affect the sales potential of subscribers.

Fruehauf Promotes Two

Walter E. Gibson has been promoted to divisional manager of product advertising of Fruehauf Trailer Co., Detroit, and John P. Adams has been named divisional manager of sales and manpower development. Mr. Gibson formerly was assistant to the director of advertising; Mr. Adams previously was manager of sales training.

Chicago Dotted Line Elects

Artnur Hutchison of Geyer-McAllister Publications, has been elected president of the Chicago Dotted Line Club. Other new officers include L. H. Hunt, *Engineering News Record*, 1st vp; David S. Wexler, Standard Rate & Data Service, 2nd vp; and Bruce E. Berends, *Chain Store Age*, secretary-treasurer.

Salsbury's Labs Names Aubrey

Dr. Salsbury's Laboratories, Charles City, Ia., manufacturer of poultry medicines and feed additives, has selected Aubrey, Finlay, Marley & Hodgson, Chicago, as its new agency, effective Jan. 1. The account, which bills more than $500,000, currently is handled by Biddle Co., Bloomington, Ill.

Advertisement

Don't Overlook the Sweet Vermont Market! Cover it effectively, easily, economically, with just one order, one bill, one buy—using the Vermont Allied Dailies, a 6-newspaper group which covers the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

the newspaper that's IN THE FASTEST GROWING AREA IN THE U.S.*

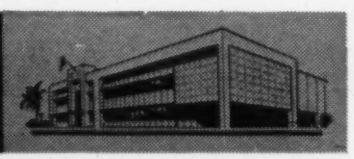
That's Orlando, Florida . . . it, and Central Florida are dominated by the Sentinel-Star, with six times the combined circulation of Miami, Jacksonville and Tampa newspapers.

■ Six regional supplements, printed five days a week, provide a local package for all the areas of Central Florida. Not just one day a week for the heavy week-end advertising, but five days a week as a service to our readers, rather than a service to the newspapers' cash register.

*Source: U. S. Bureau of Census

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Ad Writer/Census Taker

Orlando Sentinel-Star
ORLANDO, FLORIDA



GATEWAY TO THE MOON ■ ORLANDO SERVES CAPE CANAVERAL

CHOICE CHICAGO OFFICE SPACE
in the
Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue—close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

GROSS ADVERTISING, 1st 9 MONTHS, JANUARY–SEPTEMBER

LOOK

1944	$4,094,000
1945	$4,307,000
1946	$4,311,000
1947	$5,979,000
1948	$8,183,000
1949	$10,680,000
1950	$12,262,000
1951	$14,353,000
1952	$14,472,000
1953	$15,453,000
1954	$17,435,000
1955	$19,676,000
1956	$23,194,000
1957	$28,834,000
1958	$29,957,000
1959	$31,937,000
1960	$39,835,000
1961	$42,785,000

No other major magazine in America can match LOOK's record of consistent gains in circulation and advertising. Growth is another mark of LOOK leadership.

Source for advertising figures above, 1944 through 1960, is Publishers Information Bureau, Inc., published reports. The 1961 advertising figure is publisher's computation. Gross advertising figures (before deducting agency commissions, cash discounts and discounts for frequency of insertion) are computed from the basic one-time rate and the number of advertising pages carried and therefore exceed actual gross advertising revenues.

PHOTO REVIEW

Page Tallman Gotthainer

PARTNERS CHOICE IN THE EAST—*New overdoor commuter cards for Bellows Partners Choice whisky in Boston, New York and Philadelphia are previewed by LeMoyne Page, president, Transportation Displays Inc.; John Tallman, marketing manager, National Distillers Products Co.; and Lew Gotthainer, account executive, Kudner Agency.*

Dilday Gunderson Isberner
Mischnick LePoidevin Kahler Skoglind

BADGER PROMOTERS—*New officers of the Wisconsin Newspaper Advertising Executives Assn. are Ralph L. Mischnick, Rhinelander Daily News; Charles Dilday, Kenosha News; Jack LePoidevin, Racine Journal-Times; J. W. Gunderson, Ashland Daily Press; Maxine Kahler, La Crosse Tribune; Jack Skoglind, Oshkosh Northwestern; and Ralph Isberner, Madison Newspapers.*

Tillman Montgomery Arnold Paniti Welpott Dean O'Neill Gray

GUIDE GOLFERS—*Walter L. Tillman, TV Guide Philadelphia manager, checks in entrants in magazine's invitational tournament at Llanerch Country Club, Manoa, Pa., Sept. 15. Golfers are Harold Montgomery, Aitkin-Kynett; David Arnold, vp, Gray & Rogers; Merrill Panitt, TV Guide editor; Raymond Welpott, vp and general manager, WRCV TV-AM, Philadelphia; J. E. Dean, ad director, E. I. du Pont de Nemours & Co.; Michael J. O'Neill, TV Guide ad director; and Jerome B. Gray, Gray & Rogers.*

CANDLE BOTTLES—*Among the holiday decanters Stitzel-Weller Distillery, Louisville, will promote this year are these gold candlestick holder bottles for Old Fitzgerald. The bottles are boxed in pairs but can be bought separately.*

PRIME MOVER—*O. T. Hogan, board chairman (left), United Insurance Co. of America, and Karl F. Vollmer, vp and manager of Young & Rubicam's Chicago office, check the view from the agency's new quarters in the new United of America building at 1 E. Wacker Drive. Y&R secretaries, it says here, help workers put the finishing touches on Chicago's newest office building, where the agency's 136 people now occupy the 16th and 17th floors. Ed Feare (right), Y&R Chicago traffic manager, had charge of planning the agency's mass move last weekend. Young & Rubicam was the first tenant of the white marble clad building.*

SALES MANAGERS: BREAK the space-buying RULES

BREAK INTO

one of America's hottest markets now!

Iowa's economy becomes ever stronger as the year rolls on. Here are some significant specifics of interest to sales executives:

— personal income was UP 5% during the first 5 months, compared with the same period of 1960. (The country as a whole showed an increase of only .2%)

— department store sales during the first half were UP 7% over same period of '60 . . . and the June figure was 9%. For both periods — first half and June — Iowa's gains were largest in the 7th Federal Reserve District.

— new home building permits were UP 8.8% and valuation was UP 12%, first 6 months of 1961 over same period of 1960.

Nor is that all! Des Moines and 5 other Iowa cities are listed as "preferred cities" for September . . . crop prospects are excellent and cash farm receipts — UP 15% first quarter of 1961 over same period 1960 — are expected to show relative gains. You can sell in IOWA now!

You may be dealing yourself out of this hot market by following an outmoded rule of space buying . . . that is, buying space only according to standard Metropolitan Area population ranking. This ranking, for instance, lists Des Moines (Polk County) way down the list in size of Metropolitan Area markets.

But we aren't talking about Des Moines or a lifeless statistic — because that statistic distorts the actual marketing facts. What we are talking about is the exciting concept of a horizontal, state-wide market instead of a vertical, metropolitan one. We are talking about IOWA . . . not "just another state," but one of America's most consistently active markets, unified by the state-wide coverage of one of America's great newspapers, the Des Moines Register and Tribune!

The key to it is "circulation coverage." Truth is, with 50% or better coverage in 76 Iowa counties, Des Moines Sunday Register ranks No. 11 and Daily Des Moines Register and Tribune with same coverage in 34 Iowa counties ranks No. 28 among Metropolitan Area markets.

What kind of job will these newspapers do for you? National and regional chains report great successes with state-wide campaigns . . . Sears, Kresge's, Younkers, Wards, Woolworth's, others. Mr. Robert Glaser, Vice President and General Manager of Gus Glaser Meats, Inc. of Fort Dodge, says, "Our plant is a hundred miles from Des Moines, but we regularly use the Des Moines Sunday Register because of its statewide coverage."

The customers are buying in Iowa — now's the time to reach them. Now's the time to break the "space-buying rules" and stir up sales for you in record-breaking Iowa with "The Hometown Paper for the Whole State of Iowa.."

Represented Nationally by: Newspaper Marketing Associates – New York, Chicago, Philadelphia, Detroit, Los Angeles, San Francisco

Tulsa Grocer's Ads Heed Freeman Plea to Defend Farmer

WASHINGTON, Sept. 26—Agriculture Secretary Orville Freeman publicly wished last June 22 that companies doing business with farmers would use their advertising to help correct consumers' picture of the farmer as the man responsible for high food prices.

At least one advertiser has heeded the Secretary's call, Harold R. Lewis, assistant director of the USDA's office of information, was happy to report to ADVERTISING AGE last week.

The advertiser, Sipes, a Tulsa food chain, headlined July 6 page ads in the *Tulsa World* and *Tulsa Tribune*, "A Look at Some Myths & Facts About the Cost of Living & Food Prices." Since January, 1953, the ad pointed out, general cost of living index has risen 12%, but food prices have gone up only 5%.

■ Many food prices have actually gone down considerably in the past few years, the ad said, and listed several comparisons to prove it. Samples: Coffee, from 98¢ in 1953 to 69¢ in 1961; frozen dinners, from 89¢ to 59¢; ground beef, from 59¢ to 39¢ per lb.; and potatoes, from 69¢ to 49¢ per 10 lbs.

The ad drew a letter of congratulations from Secretary Freeman to Leroy Sipes, of the food chain. "This kind of advertising effectively combats some of the myths that have grown up around food and farming," he wrote. "The efficiency and hard work of American farmers have brought us an abundance that is unprecedented and to a large extent unappreciated. While providing food at a lower cost than ever, the farmer has reaped an ironic reward—criticism and economic distress.

"I have been hopeful that more advertisers in business related to farming would use a part of their paid space to help some of the misunderstanding related to food prices." #

a LOOK at some MYTHS and FACTS about the COST of LIVING and FOOD PRICES
Sipes
COFFEE 98¢ 69¢
COFFEE 1.09 85¢
CRISCO 91¢ 89¢
DINNERS 89¢ 59¢
CHEESE 37¢ 35¢
EGGS 57¢ 47¢
POTATOES 69¢ 49¢
BANANAS 17¢ 11¢
KETCHUP 24¢ 25¢
CRACKERS 25¢ 29¢
MILK 44¢ 48¢
FLOUR 48¢ 53¢
TEA BAGS 21¢ 23¢
SPAM 45¢ 49¢
CAKE MIX 31¢ 33¢
CORN FLAKES 21¢ 25¢
GROUND BEEF LB. 39¢
BABY BEEF ARM ROAST
BABY BEEF CHUCK ROAST
BABY BEEF SHORT RIBS
Sipes
Where you get the best of everything ... and the best stamps, too!

FARMER'S FRIEND—*This page ad for Sipes food chain in the Tulsa World and Tulsa Tribune went along with Agriculture Secretary Orville Freeman's plea for defense of the farmer as the man responsible for high food costs. 'Tain't so, the ad said; food prices have risen less than general cost of living. It cited proof ranging from bananas to beef—ground, chuck roast or ribs.*

Reports Associates Formed

Leonard Nathanson, formerly with International Business Machines, has opened his own advertising agency, Reports Associates, 404 Front St., Owego, N.Y. Lou Lamishaw Associates and the House of Koshu, Beverly Hills, Cal., importers of Japanese liqueurs, are among his first accounts.

'RN' Names Stearns, Babb

Douglas B. Stearns, vp and director of sales of *Medical Economics*, Oradell, N. J., has assumed the additional duties of sales manager for *RN*, an affiliated publication. He assumes duties relinquished by Russell H. Babb, general manager of *RN*, who has been named consultant to the publisher. Mr. Babb will continue to handle circulation and direct mail promotion.

International Names Moss

Art K. Moss has been named vp of International Recreation Corp., New York, owner of Freedomland. Mr. Moss has been in charge of advertising, public relations and entertainment at Freedomland during the 1961 season. He is on leave from Cole, Fischer Rogow Inc., where he is exec vp.

ΠΡΩΤΟΣ*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

ΠΡΩΤΟΣ means First in Greek

who do you know in OMAHA?
KMTV, that's who!

We can tell you who buys what in Omaha and when and where they buy it. We probably know your client's rep or broker, too.

The point is this: You have a friend in Omaha who can make your next spot schedule more effective through on-the-spot market information and personalized merchandising.

(KMTV is first choice in Omaha, and delivers more homes in Lincoln than the other Omaha stations combined.*) Call us direct, or through our Petry extension.

*March Lincoln and June Omaha ARB's.

Net TV Can Be Test Medium, Plant Tells NICB

NEW YORK, Sept. 26—Alfred L. Plant, advertising manager of Block Drug Co., described last week how an advertiser can use a national medium to test a campaign.

Speaking at the ninth annual marketing conference of the National Industrial Conference Board, Mr. Plant presented a case history of Block's Py-Co-Pay toothbrush.

Py-Co-Pay, Mr. Plant pointed out, has long enjoyed the reputation of a "quality" toothbrush. It conforms "almost exactly to the standards set by the American Dental Assn." and for many years it was recommended to patients by more dentists than any other toothbrush on the market.

Block formerly sold Py-Co-Pay only through detail calls on dentists and via advertising in dental journals.

Outlining the characteristics of this market, Mr. Plant noted that it is very competitive, with manufacturers jockeying fiercely for space in the open racks displayed in drug stores. A. C. Nielsen Co., he said, estimates that the average person buys one toothbrush a year.

■ Mr. Plant said manufacturers have tended to overload retailers with inventory in an effort to dominate display racks. They have done this, he maintained, by selling large quantities of brushes at deal or discount rates.

Py-Co-Pay, Mr. Plant said, has never gone in for deals, relying chiefly on recommendations from dentists. Its customers showed strong brand loyalty.

However, this situation has changed over the past six years because of two factors:

1. Other good brushes have been detailed to the profession, with dentists dividing their recommendations between Py-Co-Pay and the new ones.

2. The orientation of Block Drug has changed in the direction of marketing to the consumer.

■ Block became a major user of television—first spot and then network—for its other products. The question was: Could tv work for Py-Co-Pay?

The company decided to give it a try on the "Jack Paar Show" over NBC-TV. Mr. Plant said Block favors this type show because it involves low-cost participations and because it utilizes regional feed-ins which enable an advertiser to back different products in different parts of the country.

Block bought a national participation in the Paar show, advertising Py-Co-Pay in all areas except the West Coast, where it featured another product. It then followed these steps:

1. It watched factory shipments for the West and the rest of the U.S. before, during and after the campaign.

2. It used Nielsen audit information to determine movement at the retail level.

3. It dropped advertising after the conclusion of the initial schedule to analyze the carryover effect.

4. It came back on the same program nationally to measure the effect of the first flight blackout on the West Coast compared to the second flight nationally.

■ Before the campaign started, the West Coast had been showing greater sales increases than the rest of the U.S. Mr. Plant reported that in the first six months after the start of the campaign, Py-Co-Pay sales in the advertised areas increased 31.5%, while in the West, where there was no tv advertising, sales went up 16.5%. After the campaign was renewed on a completely national basis, West Coast sales shot up 34%, and sales in the rest of the U.S. rose 26.3%.

"The only reason for relating this case," Mr. Plant concluded, "is to indicate to you that there are many opportunities to test themes of campaigns or even advertising, not merely on a test-market basis but for a product in national distribution and using a great national medium. As you know, other national media have now worked out similar opportunities to allow you to use a part of the country for an advertising test. I suggest you take advantage of these opportunities."

■ There was a decidedly optimistic tone to this year's NICB meeting, with speaker after speaker delineating the rose-strewn path that lies ahead for U.S. business. Heading the chorus was Arno H. Johnson, vp and senior economist of J. Walter Thompson Co., who had his usual array of eye-popping projections: By 1972, U.S. population will be 223,000,000; the number of high school graduates in this population will be 71,000,000 (up 35% over the current number), and the number of college graduates 11,200,000 (up 33%); there will be 66,000,000 households and they will have an average annual income of $10,150 (compared with $7,700 today).

Among the other prognosticators here were:

- Benjamin F. Stacey, vp of the First National Bank of Boston, who depicted a 1975 economy in which there will be 20,000,000 additional homes, 30,000,000 more motor vehicles on the road and an average after-tax family income of $9,000—40% greater than today.
- Lester M. Cole, sales vp of Warner & Swasey, who predicted plant and equipment spending of $50 billion for the early 1970s, compared with $35 billion today.
- Malcolm P. Murdock, sales vp of Ethyl Corp., who confined his crystal ball to next year, when he said refined petroleum product sales should increase 3.2%.
- Chris F. Bingham, sales vp for the chemical division of Pittsburgh Plate Glass Co., who forecast a sales gain of 3% to 6% for the chemical industry in 1962. #

Adolph's Promotes Bergman to VP of Marketing

Joseph Bergman has been appointed vp of marketing of Adolph's Ltd., Burbank, Cal., manufacturer of meat tenderizers and salt substitutes.

Joseph Bergman

Mr. Bergman has been advertising and sales promotion manager of Adolph's for the past 11 years. He has also directed advertising and sales promotion for the company's line of dietetic products.

York Rejoins BofA

J. Robert York, who was with the Bureau of Advertising, American Newspaper Publishers Assn., from 1944 to 1946, has rejoined the BofA as an account executive in Chicago. Mr. York was last with MacFarland, Aveyard & Co., Chicago.

Vibro-Plus Names Industrial

Vibro-Plus Products, Stanhope, N.J., manufacturer of vibratory compaction equipment, has appointed Industrial Marketing Services Co., Sparta, N.J., to handle its advertising.

EXAMINE THE FACTS ON PURCHASING MEDIA

Question: Which purchasing publication gives you the most value for your advertising dollar? Here are two more measurements which clearly show the definite leadership of PURCHASING Magazine.

AUDITED SIC CIRCULATION*	METALWORKING COVERAGE* (SIC Nos. 33-38)
PURCHASING Magazine 30,166	PURCHASING Magazine 19,091
PW 17,284	PW 7,629

*Single issue audits: PURCHASING Magazine 11/21/60; PW 11/7/60

Remember, too, that in the first half of 1961 advertisers placed more than three times as many pages in PURCHASING Magazine as in the second publication. There are other conclusive measurements which our representative will be glad to show you.

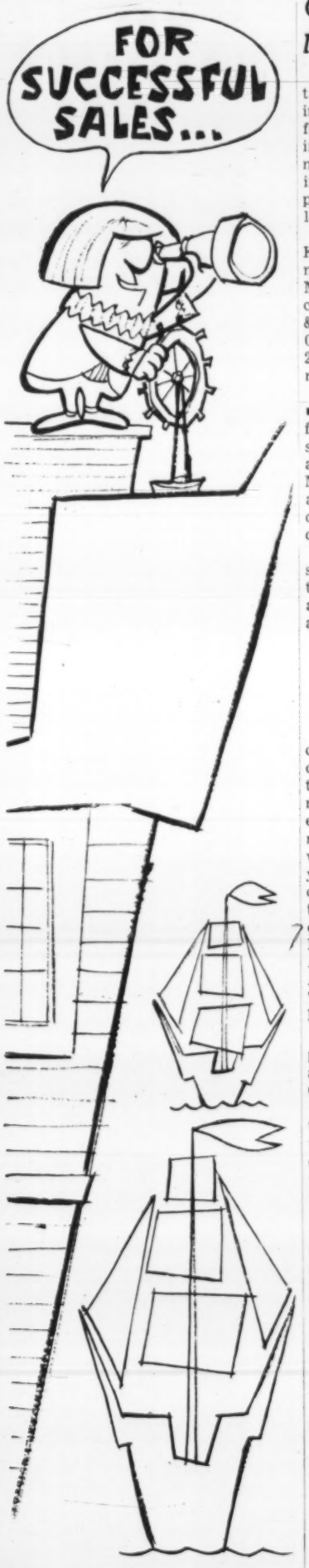
PURCHASING MAGAZINE

Sells the man who buys

NDP

A Conover-Mast Publication • 205 E. 42nd St., New York 17, N.Y.

BPA



LOOK TO
Wilding tv
CHICAGO ● DETROIT ● HOLLYWOOD

Quiz Helps in Eliminating Potential Agency More Than in Finding One: Smith-Corona

NEW YORK, Sept. 27—A questionnaire may prove more useful in eliminating an agency bidding for an account than it is in selecting one. And while a questionnaire may be a fruitful means of getting information, it does not necessarily prove influential in the final selection of an agency.

These are the views of John Kolody, advertising and sales promotion director of Smith-Corona Marchant, which last month decided on Batten, Barton, Durstine & Osborn to handle its near-$2,000,000 account, thus severing a 26-year-old association with Cunningham & Walsh.

■ Smith-Corona started its search for a successor agency with a seven-page questionnaire that asked 28 questions. According to Mr. Kolody, the questionnaire was, at best, a preliminary screening device which saved time for the client and its potential agencies.

The questionnaire, although a screening gadget, asked agencies to explain their points of view on advertising and marketing, and asked for comment on the Smith-Corona opinion that media departments were generally the weakest of all agency departments.

■ Replies to the questionnaire, said Mr. Kolody, ranged from "very perfunctory" to "very elaborate." Most, however, were answered in "very great detail." Among these were replies "an inch or two thick, with pictures of the people who would be working with us, and hastily assembled studies of our business." BBDO's reply fell midway in the perfunctory-elaborate spectrum.

Mr. Kolody said the questionnaire saved both sides "a lot of time by telling us things we couldn't get out of an advertising register," and also provided "qualitative answers that went a little beyond the mere mechanics of agency operation."

He said the client "tried not to look too deeply into the answers," adding that a questionnaire "tends to tell you what people you shouldn't talk to, instead of what people you should."

The complete questionnaire follows:

Agency Selection Questionnaire
Smith-Corona Marchant Inc.

These questions will help us to come to some preliminary conclusions about your agency. Although some of this information may be available in standard references, this form is a convenient method of obtaining information which is up to the minute. Should you consider any of your answers confidential, please be assured that they will be held in the strictest confidence by Smith-Corona Marchant management.

Agency:
Address:
Telephone number:
Person who completed this form:

1. Do you now have or anticipate any accounts which may pose a conflict of interests with Smith-Corona Marchant product lines (portable typewriters, cash registers, adding machines, office typewriters, calculators, photocopy equipment, carbon paper, typewriter ribbons, tele-printers and computers)?

2. Do you have any accounts which market products competitive with Smith-Corona Marchant —although these products are accounts in other advertising agencies?

3. Do you presently handle any consumer "hard-goods" products?

4. Of these products, which do you think are most similar to portable typewriters in distribution channels, marketing and advertising problems, etc.

5. Which one of the accounts listed under No. 4 has been with you the longest, and for how long?

6. How many retail accounts do you handle?

7. Will you please indicate the number of these accounts which fall into the following retail price range: 1¢-$5; $5-$50; $50-up.

8. Do you presently handle any commercial or office use products (not in competition with Smith-Corona Marchant)?

9. Which one or two of these products do you think most closely matches Smith-Corona Marchant equipment in marketing and advertising patterns? (SCM office typewriters sold direct and through selected dealers; calculators sold through agencies.)

10. Which one of these accounts has been with you the longest, and for how long?

11. Do you feel that you could more easily handle either our consumer goods or our office equipment (or is it impractical for you to make a distinction)?

12. What is your total number of accounts (companies)?

13. What is your total commissionable billing?

14. How many accounts (companies—please combine all products of one company to answer this question) do you have in the following billing classifications: Over $10,000,000; over $5,000,000; over $1,000,000; under $1,000,000?

15. How many line account executives (representatives, etc.) and account supervisors do you have (excluding fulltime new business people, management supervisors, etc.)?

16. Describe the functions of the account executives (representatives) in your agency (*i.e.*, administrative—traffic; creative-administrative; account managers; others; etc.).

17. Describe the functions of the account echelon in your agency just above account executives (account supervisors?) and indicate title.

18. How is the whole account team set up in your agency (account representatives and supervisors, layout and copy, media, etc.)?

19. Outline the way in which you would work with our account (approximate number of fulltime people assigned, plans board reviews, etc.).

20. Does your agency have a special point of view toward advertising and/or marketing? Or do you believe you are characterized by a special talent or service, or general approach to advertising? Please explain:

21. Do you feel that you are specialized in certain product areas, or industry, or general market? Please explain:

22. Do you have a retail merchandising department (point of purchase, dealer relations, dealer promotion)? How many people in this department? Functions (please indicate if this is strictly a counseling service):

23. Do you have a store audit operation? Please describe it:

24. Do you do any work in sales promotion, direct mail, literature, films, etc., or do you feel this is properly a client responsibility?

25. Do you have a market-advertising research department? How many people in the department? Please list which types of research are available. On what basis are you compensated for research?

26. We believe that generally speaking "media" is the weakest agency service. Too often media recommendations seem to be "ho-hum" formulas with huge assists from references such as SRDS. Do you have any comments?

27. Do you conduct any long range investigations in the areas of marketing and advertising (*i.e.*, trends in the changing characteristics of retail outlets, price studies, advertising measurement)?

28. Is there anything else you would like to add to help us understand you better?

■ Thank you. We will give you our reaction within the next few days.

If we determine that we both want to look further into the possibilities of associating ourselves, SCM will next want to visit your facilities and meet some of your people. #

Advertisement

WOMAN'S INTUITION is not necessary, for women *and* men in the business know that you can boost sales in the Sweet Vermont Market with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES. This six-newspaper group blankets the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures)

STARCH LEADERS—*Coca-Cola (regular size) earned top recall rating in the Starch National Outdoor Ratings for the four weeks ending Aug. 2, with a copy performance index of 76. Tied for second were Wonder Bread and Coppertone Lotion, each with an index of 69. Others of the top 10, with index, were Pepsi-Cola (61), Coca-Cola (king size) (58), Hamm's Beer (56), Kellogg's Variety Pak (55), Quality Bakers' Sunbeam Buns 'n Rolls (55), Howard Johnson's (54) and Rheingold Beer (54).*

Schindler Elected Club Head

Sam Schindler, president of Schindler-Howard Advertising Agency, has been elected president of Cincinnati Industrial Advertisers. Other new officers include William C. Grindrod, assistant to the advertising manager of Cincinnati Milling Machine Co., vp; and Lowell P. Orr Jr., exec vp, Jaap-Orr Advertising Agency, secretary-treasurer.

NEW LONDON
Connecticut's 2nd Household Market For Apparel

Apparel sales? New London is your well-heeled market, ranking 2nd among all major Connecticut cities in per-household apparel sales: $660 per household!* The Day gives you 90% of the ABC City Zone which, by the way, has 51% of the entire New London-Groton-Norwich metro area population.

* SM '61 Survey

The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

KWK Wins Delay in FCC Hearing on 'Rigging'

WASHINGTON, Sept. 26—Attorneys for KWK, St. Louis, got a six-week delay yesterday to prepare their defense against Federal Communications Commission charges that the radio station rigged its promotional contests.

The delay was granted by FCC hearing examiner Forest L. McClenning after attorneys for the commission offered testimony by more than a dozen witnesses during a 10-day hearing in St. Louis earlier this month.

At a conference in the examiner's office here, KWK contended it had not been informed of the kind of testimony the commission would submit, and that it would need the delay in order to reply effectively.

■ Representatives of the FCC broadcast bureau opposed the delay. But the examiner agreed after KWK pointed out that a commission order last February promised the additional time if the station felt that an element of surprise was created by the FCC's witnesses.

The examiner indicated that the hearing will resume Nov. 6.

The FCC last year charged KWK to show cause why its license should not be revoked, alleging that a treasure hunt contest run by the station was rigged (AA, Nov. 7, '60).

■ During the hearings in St. Louis earlier this month, Don Lee Hamel, general sales manager of the station, testified he hid the prizes in two treasure hunt contests during 1960 only a few hours before they were found. But he said he thought they had already been hidden by William L. Jones Jr., then general manager, and found out the truth only when Mr. Jones ordered him to hide the prizes.

Mr. Hamel's testimony reversed statements he had made earlier to station officials and FCC examiners. He said he decided to tell the true story after he realized the seriousness of the charges.

Mr. Jones subsequently testified that Mr. Hamel volunteered to hide the prizes, and said that Andrew M. Spheeris, president of KWK Radio Inc., also knew that the prizes were not hidden until late in the contest. #

Chrysler Delays Ads for '62 Imperial

DETROIT, Sept. 29—Chrysler-Plymouth division has postponed indefinitely the introduction of the 1962 Imperial, and has suspended announcement ads scheduled in some 1,100 newspapers. Magazine announcement ads ran as scheduled, but some follow-up ads were caught in time.

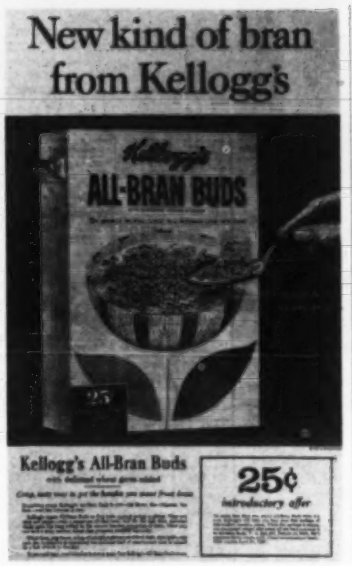
Production difficulties have held up the shipment of new cars, and the division delayed announcement until all dealers have a sampling of '62 models. No new date has been given for the announcement, originally scheduled for Sept. 29. #

Davis, Ryan Join 'Vogue'

W. William Davis, formerly with *McCall's*, and W. Hurley Ryan, previously with *Redbook*, have been named to the sales staff of *Vogue*, New York.

KBOX Names Jordan

Charles B. Jordan Jr. has joined KBOX, Dallas, as regional account executive. Mr. Jordan was formerly sales representative of KLIF, Dallas.



ALL-BRAN BUDS—*Kellogg is promoting its new All-Bran Buds cereal with two-color, large space newspaper ads. Network and spot tv, supplements, and magazines will also be used. Leo Burnett Co. is the agency.*

Fields to Discuss Agency Services Pricing at Workshop

CHICAGO, Sept. 28—The vital bases upon which agency services should be priced will be discussed by Norman Fields, CPA, partner in Fields & Fields, Chicago and San Francisco, in the opening session of ADVERTISING AGE's third annual Agency Management Workshop to be held Monday and Tuesday, Oct. 30 and 31, in the LaSalle Hotel here.

Mr. Fields has been a long-time opponent of the popularized theory under which agencies would conform by computing extra charges for specific services on an hourly rate basis. He feels that the attempted standardization of the particular services for which agency charges would be computed at specified rates per hour works to the detriment of advertiser and agency alike.

Mr. Fields predicts that unless a more sophisticated view of charging practices is taken by both advertisers and agencies, the way will open for the advertising consultant to emerge, just as the management consultant was born because of archaic practices that reduced the opportunities of CPA companies to serve business to the full extent of which they were capable.

■ During his talk at the workshop, Mr. Fields will show how a subjective and flexible approach to the evaluation of an agency's services, client by client, is demanded, if full freedom to meet the needs of advertisers is to be reached.

He feels that the architectural or program conception abilities must be valued as the primary service offered, as distinct from the day-to-day operational services, if the capable are to survive and make money. #

Baker Adds Lilly in Canada

Eli Lilly & Co. (Canada) Ltd., Toronto, has appointed Baker Advertising Agency, Toronto, to handle advertising for its new Elanco products division, which makes products in the home gardening field, agricultural, veterinarian and industrial chemicals.

De Vasher Joins Bauer

William A. De Vasher has joined Bauer & Tripp, Philadelphia, as copy chief. Mr. De Vasher was formerly with Batten, Barton, Durstine & Osborn, Detroit.

Last Minute News Flashes

Montague Burton Account to Hobson, Bates

LONDON, Sept. 29—Montague Burton Ltd., leading national clothing chain, has appointed Hobson, Bates & Partners to handle its advertising. Previous agency of record for the $1,000,000 account is W. S. Crawford Ltd., which last week lost Pakistan International Airlines to Hobson, Bates *(see story on Page 4)*.

Foster Buys Gibbons' Western Division in Canada

TORONTO, Sept. 29—Foster Advertising Ltd. has purchased the western division of J. J. Gibbons Ltd., one of Canada's oldest agencies. The eastern division of Gibbons will cease to exist. Purchase price was not revealed. The move follows last week's acquisition by James Lovick & Co. Ltd. of Brooks Advertising Ltd. (AA, Sept. 25). The take-over gives Foster branch offices in Calgary and Regina. The Gibbons offices in Vancouver and Winnipeg will be merged with existing Foster branches there. Foster is currently billing at the rate of $10,000,000 a year. It is estimated that the western offices of Gibbons were billing about $500,000 a year, but Foster is taking only 12 commercial accounts and some Saskatchewan government business.

Moore-McCormack Switches from Y&R to Fullerton

NEW YORK, Sept. 29—Moore-McCormack Lines has moved its $500,000 account from Young & Rubicam to J. S. Fullerton Inc., New York, a year-old agency, effective Dec. 23. Mr. Fullerton was with Y&R here nine years ago, when Moore-McCormack appointed Y&R.

Digest Promotes Album; Other Late News

• **Reader's Digest Assn.**, Pleasantville, N. Y., has started "small cluster" mailings in key U. S. areas for a 10-record "popular music" album, costing $17.89 for monaural and $19.89 for stereo; no agency is involved. Promotion is similar to that of two earlier albums ("Music of the World's Great Composers" and "Festival of Light Classics"). The undertaking is separate from three RCA Victor record clubs the *Digest* bought in June (AA, June 26).

• **Richardson-Merrell**, New York, will run a 26-week spot tv push in 50 major markets for its Lavoris mouthwash, starting Oct. 4. Between five and 12 one-minute spots per week per market will be used. Beginning the same date, Lavoris Oral Spray will be featured in two participations per week on NBC-TV's "Jack Paar Show" for 16 weeks. Morse International is the agency.

• **Prestige Representation Organization,** New York, a new radio station representative, has been established at 550 Fifth Ave. by Sam Brownstein, previously national sales manager of Broadcast Time Sales. Prestige already has been named to represent WMOU, Berlin, N. H.; WMMM, Westport, Conn.; WMCR, Oneida, N. Y.; WCVI, Connellsville, and WPAZ, Pottstown, Pa.; WHMS, Charleston, W. Va.; WKTC, Charlotte, and WPEG, Winston-Salem, N. C.; WSAC, Ft. Knox, Ky.; WKIN, Kingsport, Tenn.; WKEN, Dover, Del.; WBRB, Mt. Clemens, Mich.; WQMN, Superior, Minn.; KRHD, Duncan, Okla.; and KKAR, Pomona, Cal.

• **Chilton Co.**, Philadelphia, has appointed the E. Matthew Miller agency, Philadelphia, to handle advertising for *Iron Age* and *Iron Age Metalworking International*, succeeding Harry P. Bridge Co.

• **The Boston Daily Record and Boston Evening American,** both Hearst newspapers, have been combined into a single newspaper and renamed the *Boston Record American*. It will publish four editions between mid-afternoon and after-midnight. Open rate is $1.25 a line; a bulk plan calls for $1.05 for 50,000 lines or more; and page-frequency is offered. The *Boston Sunday Advertiser* will continue.

• **Lever Bros.** has added a one-two punch to the rapidly developing market for convenience-packaged laundry detergents. New Rinso Blue in a "Measure-matic" package is in test in Memphis and Columbus, using two-color newspaper ads and spot tv. "Exclusive new Measure-matic package always pours the right amount of detergent to give you a perfect wash," reads one headline. Vim, Lever's tablet-form detergent, broke spot tv advertising here and will use two-color pages in more than a dozen greater metropolitan papers. With the New York entry, Vim is now distributed in more than half the country. J. Walter Thompson Co. handles Rinso Blue; Ogilvy, Benson & Mather is the agency for Vim.

• **Cunningham & Walsh,** Los Angeles, has been upheld in a demurrer motion in a slander action brought against the agency by Reginald W. Twiggs, former vp and Los Angeles manager (AA, June 5, '61 *et seq.*). A superior court judge gave the plaintiff 15 days to amend his complaint. The agency sees the action as favorable to its side, while Mr. Twiggs told ADVERTISING AGE the decision was "a great disappointment to me."

• **Flaminaire Co.**, French manufacturer of butane lighters, has named North Advertising, New York, to handle its account. The company first introduced its butane lighter here last Christmas, placing advertising direct. For its Christmas push this year, Flaminaire has scheduled 300-line newspaper ads in the top 10-15 markets and will also use magazines.

• **Warren Spellman,** formerly account executive with Wexton Co., has joined Affiliated Publishers (Pocket Books, Golden Books), New York, as assistant to Leonard M. Forman, vp in charge of advertising and sales promotion.

• **Ojibway Press Inc.**, Duluth, a Delaware corporation which publishes and prints 16 business publications, has filed with Securities & Exchange Commission for registration of 60,000 shares of stock. Ojibway was incorporated June 26; on Aug. 15 it acquired Davidson Publishing Co. in a stock trade. On Sept. 1 Ojibway Press Inc., a Minnesota corporation, and Fur Farm Publications Inc. were merged into the company. Of the proceeds, $108,500 is for deferred payment to stockholders of its subsidiary, Industrial Electronic Publications Inc. Officers and directors hold 413,000 of the company's 726,000 outstanding shares, including 188,000 by Marshall Reinig, president and director, and 147,000 by Robert L. Edgell, vp and director.

• **Robert Green,** formerly director of sales development for *Coronet*, has been named sales promotion manager of McGraw-Hill's *Electrical Merchandising Week*. He succeeds Robert Tucker, who left to form his own company.

Ford Begins Ad Drive for New Autolite Division

(Continued from Page 10)

Life Sept. 8. Another is scheduled for an October issue of *Life*, followed by a page in November. Meanwhile, an eight-page, color insert broke in September issues of automotive trade books, outlining the Autolite spark plug, battery and ignition parts lines.

Harry L. Swan, division advertising manager, said the main purpose of Autolite advertising during the remainder of 1961 is to build awareness and acceptance in the mind of the consumer and the trade specialist. Copy will concentrate on the spark plug and the theme that Autolite plugs are standard equipment on all 1962 Ford Co. automobiles.

■ Autolite also will sponsor a new adventure series called "Straightaway," beginning Oct. 6 on ABC-TV, and participate in AFL football telecasts on ABC-TV.

A point of sale program, offering a $2 model race car kit, will supplement the fall advertising. The program will encourage car owners to visit service stations and garages for an "Autolite performance checkup." Customers will receive a certificate for the kit when they have their cars checked.

■ Batten, Barton, Durstine & Osborn handled the Electric Autolite advertising before the spin-off to Ford, and the agency still services both ends of the account.

However, Electric Autolite has announced its intention to shift its business from BBDO to another agency, as soon as certain internal problems are solved.

The company has revealed plans for reviving the Prestolite brand name that has been used on a small scale for some 50 years, and reentering the automotive aftermarket. But Electric Autolite gave up its entire sales department when it sold the Autolite name to Ford.

Electric Autolite heard presentations from three agencies a month ago, but no decision has been reached. They are LaRue, Cleveland Inc., Detroit; Griswold-Eshleman, Cleveland; and Applegate Advertising Agency, Muncie, Ind.

Tyler Refrigeration Appoints Buchen

NILES, MICH., Sept. 29—Tyler Refrigeration Corp., manufacturer of refrigerated sales cases used in supermarkets and other retail outlets, has appointed Buchen Advertising, Chicago, to handle its advertising and public relations, effective Nov. 1.

Tyler reportedly has been billing between $150,000 and $200,000, but may invest $250,000 for advertising in 1962. The present agency is Jones & Taylor, South Bend, which handled the account for a number of years.

In addition to refrigerated sales cases, Tyler also manufactures shelving for stores, refrigerators and coolers for hotels, institutions, florists and other commercial applications. The company operates plants in Niles; Waxahachie, Tex.; Cincinnati; Tilbury, Ont.; and Schweln, Westfalen, West Germany. #

RKO General Boosts Two

George R. Jeneson, formerly vp and midwestern sales manager of WOR and WOR-TV, RKO General's stations in New York, has been appointed vp and midwestern manager of the new national sales division of RKO General.

Giant Spenders Tell TV Policies at FCC Hearing

(Continued from Page 1)

said this is not the kind of program control that stifles creativity, but an "extremely wholesome influence on programming." He noted that under this policy all sorts of subjects and all types of shows—including documentaries—have been sponsored by P&G. He compared the guidelines to traffic regulations.

■ The P&G official drew a distinction between the kind of control advertisers had in radio, when they practically owned a franchise for their agency-produced shows, and their role in programming in tv, where more and more shows are being directly "licensed" by networks. His company owns some daytime tv shows, but no evening programs, it was stated.

Later there was an indication that three of the current shows on the advertiser's nighttime schedule —"Rifleman," "Dick Van Dyck Show" and "Car 54, Where Are You?" are licensed to P&G.

Mr. Halverstadt said advertisers have a right to edit television—something they would not expect in print—because the two media are fundamentally different, with the customer holding the advertiser responsible for the tv programs he sponsors.

■ He left the impression he was very cool toward the magazine concept for tv—"an unfortunate term, since it's an utter and absolute impossibility to duplicate on tv the situation that obtains in magazines." His point here was that an advertiser can buy a magazine to reach the audience of his choice—women, sports fans, the general public—but on a tv rotation plan his commercials would be hitting helter-skelter shows of special interest to children, sports fans, fishermen, etc.

Armstrong Includes Magazines

Max Banzhaf, director of advertising, promotion and public relations of Armstrong Cork Co., brought with him a 26-page statement covering subjects ranging from his company's principles to the awards won by "Armstrong Circle Theatre."

He said Armstrong assumes responsibility for its tv programming as it does for all other advertising and detailed the company's procedures for working directly on production with its agency and the show's producer.

Mr. Banzhaf said advertisers also influence the editorial content of other media, giving magazines as an example.

"We use editorial content as a guide in the original selection of magazines," he stated. "As in television, we want to be associated with editorial material we can be proud of. We will not knowingly put our advertising in any publication with lewd, cheap or shoddy editorial content. Other advertisers feel the same way, making it difficult for such publications to obtain advertising income—and thus survive. But our concern over editorial content goes even deeper.

■ "Today we can no longer assume that circulation alone is an accurate measure of editorial vitality. Promotion and cut prices can get subscriptions because, in this age, the subscription price represents such a small part of disposable income for the average family. Many advertisers therefore suspect that the unread circulation of some magazines is great. These magazines have lost their editorial vitality.

"As one advertiser, we are quite concerned about it, and are carefully examining the editorial content of every magazine in which we advertise. We talk to the editors to find out what they are planning and what they are doing to better satisfy the reader's desire for important and desirable information. If we find faults, we do not hesitate to say so. If the publication fails to improve, we stop spending advertising dollars in it, because we know its advertising vitality is dependent upon its editorial vitality," Mr. Banzhaf asserted.

Hands Off: Bell & Howell

Peter G. Peterson, president of Bell & Howell Co., suggested that some of the marketing folklore fears of sponsors—excessive caution about offending, concern lest their selling atmosphere be anything but happy, and worry that something in a show might call attention to the competition—are ungrounded. Less negative thinking on the part of sponsors might better their standing with their potential customers, he suggested.

"The more freedom we [sponsors] can give to the medium, the better tv is going to get," he predicted.

Mr. Peterson emerged as a rare type sponsor— a man who is willing to buy controversy (his criterion: A subject affecting a substantial segment of the American public) and to keep hands off the production.

He pointed out that he and Bell & Howell chairman Charles Percy had not seen "Walk in My Shoes," the recent Negro problem documentary that stirred the wrath of some Shreveport, La., dealers, until the actual telecast. (Eight southern stations refused to carry the show.) He said that some Louisiana dealerships had been canceled and some school systems were boycotting the products.

■ However, in his over-all summation of the track record and future prospects of the "Close-up!" news and documentary series that gets practically all the company's ad budget, he was most optimistic. Pluses noted: Great impact made by this different kind of tv approach for a relatively small advertiser, who would be lost with occasional participations on westerns and mysteries; favorable viewer reaction including high memory of commercials; and an alltime high share of the motion picture photographic market for Bell & Howell.

Referring again to the Louisiana problem, Mr. Peterson said his company did not want to offend any of its customers. But it has no intention of giving up this tv experiment and has "faith that most Americans are fair-minded people, who realize that they must know more if our society is to survive."

American Tobacco's Policy

Albert R. Stevens, advertising manager of American Tobacco Co., said his company has no written tv do's and don'ts, and seeks good, wholesome programs appealing to people of college age and over.

Scripts are checked on the American Tobacco sponsored shows and there is a "man-to-man working relationship with the producers that is to their advantage as much as ours," he continued. "We have no rights on participation shows, but we can make suggestions if things come up. Here, too, we have a fine working relationship." Mr. Stevens said tv sponsors have to watch their program content because they get the complaints. "No one has complained about our advertising in a magazine to my knowledge," he answered, when asked the usual why-for-tv-if-not-for-print question.

EARLY ARRIVAL—*One of the first admen to arrive Wednesday morning at the FCC hearing in New York was Albert R. Stevens, ad manager of American Tobacco Co.*

Du Pont Holds Control

When Du Pont buys a tv program for full sponsorship, the company maintains step-by-step supervision over the telecast because "it is we who are held accountable by the public."

Frank admission of such program control came from **J. Edward Dean**, director of advertising for Du Pont and lead-off witness in the "sponsor speaks" section of these marathon FCC hearings.

In a prepared statement and in answers to questions, Mr. Dean made it clear that Du Pont plays a key role in the selection of topics to be covered, story line, casting and script revisions for such vehicles as "Du Pont Show of the Week."

"It would be a disavowal of duty if we were to disclaim responsibility for what is presented under our exclusive auspices," he said. "Our aim is to obtain programs of high character, consistent with the stature and reputation of our company in all areas."

■ Mr. Dean, who had been mentioned in earlier hearings by a former Du Pont producer, David Susskind, as a sponsor who preferred "happy shows about happy people with happy problems," did indeed emerge as a sponsor with a leaning toward shows of a happy nature.

He explained that research indicated that even artistically well done shows of a "stressful" type may be less well liked and their sales "messages" not as well "learned" as shows of a happy nature. How well "learned" the messages are, he explained, is determined by how much of the commercials can be "played back" by viewers after the show.

When asked on what size sample this judgment was based, Mr. Dean was not specific but said only that it was large, and was generally accepted as reliable.

Mr. Dean emphasized that his remarks about sponsor program control applied only to fully sponsored programs and not to participations in network programs. "Here the only judgment we can exercise is in the original selection of the program based on its past performance, if it is already on television, or a sample film if it is a new program," he said.

■ Such network participations are bought chiefly to provide additional product advertising during seasonal buying periods. Less of the budget is going into this type of tv during the 1961-'62 season than to the fully sponsored "Show of the Week" series which combines institutional and product advertising. Du Pont has budgeted about $13,000,000 for the current tv season.

Mr. Dean was asked if, as a magazine advertiser, he would expect to choose and edit stories. He answered that he never knew what the content was going to be, but he did know the type of book.

He said he expected the right of editorship in tv, but not in print because "there are two different systems. Tv is almost solely supported by revenue from advertisers, but magazines are not. I can't tell you why we have two systems."

Should tv switch to a magazine concept with advertisers having no say in the programming and no sponsor identification, Du Pont would then have to weigh the revised medium on a competitive basis with other media, Mr. Dean said.

Chrysler Agrees

Richard E. Forbes, director of corporate advertising for Chrysler Corp., agreed with the Du Pont official that high ratings are not the most important consideration for an image-minded advertiser.

"We want a large audience, but we don't necessarily want the largest if the vehicle doesn't provide the right kind of climate for the registration of our sales message," he said. He added that the Fred Astaire show did a great job for Chrysler but could not have been justified purely on a cost-per-thousand basis.

In an effort to insure the kind of climate conducive to a Chrysler sell, its public relations staff looks at scripts. In past years they scrutinized Garry Moore ("nothing changed"), Steve Allen ("may have been changes from time to time; nothing of a significant nature") and the now defunct "Climax" (asked for deletions from time to time if people might be offended).

After the question was repeated several times, Mr. Forbes said he would look on controversy as the kind of tv climate that would not be good for Chrysler commercials. He put action adventure shows in the same area.

Chief hearing examiner James D. Cunningham asked the auto executive to submit a written document later showing some of the other kinds of tv environment that would not be considered favorable for his commercials.

Esso Goes Esoteric

David A. Shepard, exec vp of Standard Oil Co. (New Jersey), reported that response to Esso's sponsorship of the adult "Play of the Week" series and the "Age of Kings" Shakespeare series in New York and Washington had been highly favorable. He dated the Esso hands-off programming policy to the start of the "Esso Reporter" radio newscasts more than 25 years ago.

"When television came along, the 'Esso Reporter' was adapted to television and the same hands-off policy was stipulated," he explained. "This aspect of our sponsorship of 'Play of the Week' was not universally popular. It was criticized adversely in some industrial and advertising circles, and objected to by some of our stockholders in letters to us. They felt that we had to accept responsibility not only for the theme of each play, but the lines of each character as they might offend beliefs or disclose differences in taste.

"We felt an obligation to be satisfied as to the professional competence and mature judgment of the producers as well as their purpose, but we considered it as somewhat pretentious and unrealistic to set ourselves up as arbiters or censors in the field of drama in our democratic society. We decided that it would probably be better for everybody if we were to leave the program in the hands of experienced television people."

Prudential: Some Control

Prudential Insurance Co. of America went into the record as being among the advertisers who maintain a degree of control over the program subject matter of their telecasts. This developed from the testimony of a second vp, **H. M. Kennedy**, who revealed that Prudential has a say in the subject for its long-running "20th Century" series, though CBS has the responsibility for production of the program. Occasionally, scripts are scrutinized by the sponsor.

He said there is no taboo list, but that the network is aware of the fact that there are "certain controversial subjects we would prefer not to telecast." These fall within the area of religious and sociological bias, where treatment might please some of the people and make half of them mad. "And that's not why we sponsor tv," he added wryly.

Mr. Kennedy said "20th Century," which is scheduled in station option time, has had some trouble with live clearances, but that the program has been a good advertising buy to help create the kind of climate in which "our agents can be most successful."

B&W Offers Guidelines

John W. Burgard, vp in charge of advertising for Brown & Williamson Tobacco Corp., made it clear that a strong-minded sponsor can have a say about programming quality and taste, even if he buys multi-sponsored participation shows, as does this $20,000,000 tv advertiser.

Scripts are read by B&W officials before filming starts. There are written guidelines for program standards, similar in approach to those of P&G and GM, and written policy statements covering the use of tobacco products. The latter, which prohibit crushing of cigarets in ash trays, stamping on cigarets and on-the-street smoking by women, will be published in full in AA next week.

■ Mr. Burgard said Brown & Williamson currently is at odds with two networks about good taste standards. The company, through Ted Bates & Co., has objected to a "Defenders" episode (CBS) on abortion, and to "unnecessarily violent" scenes in a "Bus Stop" show (ABC), starring Fabian and set for Nov. 5. Bates has informed both networks that these episodes are "inimical" to the business policies of B&W. Other advertisers reportedly have also objected, but the networks have indicated they plan to run the shows anyway.

Mr. Burgard said this could raise a moot legal question: "We have the right to refuse to sponsor programs in poor taste. The networks say they aren't in poor taste. We say they are, and refuse to pay; they can sue us."

■ Mr. Burgard revealed that an ANA committee is attempting to cut down on the amount of non-entertainment, non-commercial material—credits, promos, etc.—included in prime time tv shows. He said a survey showed filler material of this sort takes up five to six minutes on the average one-hour and half-hour show. With the commercial time deleted, this leaves only about 22 minutes out of 30, and 47½ to 48 out of 60, for entertainment. He said this is detrimental to the sponsor and program and has resulted in many over-commercialization complaints.

Rheem Names Evans, McClure

Evans, McClure-National, an association of Evans, McClure & Associates, San Francisco, and National Press, Palo Alto, printing company, has been appointed to handle advertising for Rheem Semiconductor Co., Mountain View, Cal., subsidiary of Rheem Mfg. Co. Johnson & Lewis Advertising, San Francisco, formerly handled the account. It is estimated billings approximated $75,000 in 1960.

This Week in Washington . . .

Consumer, Business Groups Squeeze Kennedy on Consumer Counsel Pledge

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 28—President Kennedy still intends to set up a "consumer counsel" on the White House staff. Until he does, he isn't likely to get much rest on the subject.

The consumer counsel idea was a big Kennedy talking point during the 1960 campaign. Spokesmen for organized consumer groups cheered.

During the campaign, Mr. Kennedy argued that the consumer's welfare sometimes gets overlooked when government agencies are in the process of making decisions. The consumer counsel would speak up for the consumer point of view.

On sober second thought, however, the idea called for careful handling. Business groups feared the office of consumer counsel would be a hot bed of agitation for "anti-business" proposals. Kennedy has enough trouble without picking any unnecessary fights with business.

■ On purely procedural grounds it presented difficulties, too. There are literally dozens of government programs that touch on the welfare of consumers. A free-wheeling consumer counsel on the White House staff could get involved in all kinds of inter-agency squabbles.

There are a range of "job descriptions" for the consumer counsel assignment. A number of senators, led by Sen. Estes Kefauver (D., Tenn.), think in terms of a cabinet-level job, with a host of regulatory agencies grouped together in a new Department of Consumers. Many senators also favor the plan of Sen. Maurine Neuberger (D., Ore.) for a Senate committee on consumer protection, as an additional sounding board for the consumer point of view.

■ A new study of the range of government activity in behalf of consumers shows the wide vistas that an office of consumer counsel would be able to explore. This painstaking survey, by a House government operations subcommittee under Rep. L. H. Fountain (D., N.C.) shows that 23 government agencies have 103 identifiable activities involving "direct protection" of consumers. These programs involve 22,000 fulltime government employes, with expenditures totaling $272,000,000. Eight agencies have 15 other programs which "directly advance" the consumer's welfare, utilizing an additional 43,000 employes, and budgeted at $681,000,000.

■ These programs are spread throughout the government. They range from the work of well-known regulatory agencies, such as the Federal Trade Commission and the Food & Drug Administration, to the federal meat inspection programs of the Department of Agriculture, and the airline ticket selling practices regulated by the Civil Aeronautics Board.

Soon after the Kennedy administration came into power, the consumer organizations began pressing for action on the pre-election pledge. Many of them recommended Dr. Persia Campbell as eminently qualified for the job.

At one point Dr. Campbell was invited to give the Council of Economic Advisers her suggestions for the operation of the proposed office. But for the past three months, a curtain of silence has enveloped the project, and the consumer groups recognized that Dr. Campbell had not been welcomed aboard by the Kennedy team.

■ Although Dr. Campbell apparently has had no recent contact with the White House studies of the consumer counsel project, it is understood here that some kind of favorable action will be taken soon. Recently, a White House spokesman told ADVERTISING AGE the proposal involves "an absolute political commitment," and "there can be no question about it." Unofficially, there were reports here this week that the President has already picked a "consumer counsel"—a woman other than Dr. Campbell, but that there is some uncertainty about when she will be free to come to work.

Meanwhile, the consumer counsel idea continues to provide a good talking point for "consumer-minded" members of the Senate. Consider, for example, the good fortune that it is bringing Sen. Philip Hart (D., Mich).

Almost by accident, the senator, a relative newcomer to Washington, stumbled into the chairmanship of a subcommittee which was authorized to look into deceptive packaging. Most senators figured this would be a rather deadly subject. But it has really paid off for Sen. Hart.

■ He began with some hearings last July featuring "consumer" witnesses, including Dr. Campbell. They talked about almonette cookies without almonds, "giant half quarts," and chicken soup in a one-to-one ratio—one chicken to one carload of noodles. The hearing got a good press—and a big response from shoppers who charge that today's packages and labels are very close to a shell game.

His hearings will resume later this month with package designers, researchers and private label merchandisers slated to appear. Later, the processors will have a chance to tell their story, and early next year, the government regulatory agencies will discuss the adequacy of existing law.

In a Senate speech this week, Sen. Hart urged the President to go ahead now with the appointment of a consumer counsel for the White House. Referring to the testimony his subcommittee has already received, he said he does not know what the subcommittee will recommend. But "I have already heard enough to know that the consumers of the U.S. need a permanent official, dedicated ear and voice, at the seat of government."

■ Stunts like "Honesty Week" are about as unappealing as one Safety Day or one Brotherhood Week, he observed.

"What is needed here is not some Madison Ave. device to wake up consumers. We've already got too much Madison Ave., and this was one of the main points brought out in the hearings.

"What we need is an antidote to Madison Ave., and one of the best would be a powerful voice in government to speak out for the consumer, and to rally the forces for fairness, honest measure, full packages, informative labels and good quality in return for good money.

"Most producers, most packagers, most retailers support all these things; they are not at war with the consumer, but bad practices drive out the good, and the conscientious merchandiser has no defense against his conscienceless competitor but to follow suit." #

Mason Named Art Director

Cabell Eanes Inc., Richmond, has appointed Maxie D. Mason, formerly assistant art director, art director.

You'll sell this million top-income-producing farmers . . . where they work

In no other multi-billion dollar income industry except farming do the owner families work and live in the industrial plant.

This is a good and necessary process and it sets the 8 Home State Farm Magazines in a particularly influential position as far as your business is concerned.

These favorable differences give you the valuable opportunity of advertising your Company and your Products where your customers work — and where they live on large commercial farms.

The 8 Home State Farm Magazines, more than most, are built exclusively to reach and influence more than 1,000,000 Commercial Farm Families every month.

Each of the 8 circulates primarily within its Home State and bases its franchise on state loyalties, state production schedules and markets, and the important business of living and working in the Home Plant.

You can buy each Home State Paper individually or you may take advantage of every savings and economy in combination rates for package purchases.

Home State Farm Magazines are printed in rotogravure or offset with no plates required. You can save considerably on reproduction costs.

143

HOME STATE FARM PUBLICATIONS, INC.
Cleveland 14, Ohio
Tel: 241-5775

Burnett Names Thiele President, Boosts 4 Others

(Continued from Page 2)

tion. Mr. Daniels, who will continue to have full responsibility for Burnett's creative output and continue to head up the creative review committee, joined the agency seven years ago.

Mr. Heath, who has been the No. 2 man at the agency, will continue as a director but will not be active after this year. He served as exec vp for many years, and was president of the agency before being named chairman of the executive committee three years ago. He joined Burnett more than 24 years ago, shortly after the agency was founded.

• **Philip H. Schaff Jr.,** 40, exec vp, administration and finance, becomes chairman of the finance committee—a new position. Mr.

Draper Daniels Philip Schaff

Schaff has been with Burnett since 1947.

• **Leonard B. Matthews,** 39, vp, marketing services, was advanced to exec vp for broadcasting, media and administration—a new position. He has been with Burnett for 14 years.

• **Strother Cary,** 49, vp for client services, was named vice-chairman of the executive committee—also a new position. Mr. Cary, who will continue with his present duties, is one of the agency's original staff members.

L. B. Matthews Strother Cary

■ Leo Burnett, board chairman and founder of the agency, will continue to remain active in the agency "on a fulltime basis." The agency estimated that it would pass the $125,000,000 billings mark by the end of the year.

This was the second major realignment of top executives at Burnett in recent years. Nearly three years ago, Messrs. Heath, Young, Daniels, Schaff, Thiele and three other executives were promoted to new positions (AA, Dec. 29, '58). At that time, billings had reached $100,000,000. #

MJA's Jones Kicks Off Agate Club Fall Series

Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., will be the featured speaker at the opening fall luncheon of the Agate Club of Chicago to be held Oct. 9 at the Sheraton Towers. The magazine representatives' association plans to offer a series of addresses on all aspects of advertising and marketing at its monthly meetings during the fall and winter.

BURNETT BRASS—*Leo Burnett (left), board chairman, and Richard N. Heath, chairman of the executive committee of Leo Burnett Co., look over pictures of new 1962 Chrysler Corp. models. Mr. Heath will retire from the agency at the end of this year, after 24 years, but will continue on the board of directors.*

Few Buyers for New 40-Second TV Spot, Media Group Hears

NEW YORK, Sept. 26—Television's new 40-second station break provided plenty of ammunition for shots fired from both sides of the media fence here last night.

Kicking off the discussion before the initial meeting of the New York Media Planners Assn., Helen Davis, a senior broadcast buyer of J. Walter Thompson Co., said that it is the daytime 60-second buyer rather than the current prime-time advertiser who is the more likely prospect for the 30 and 40-second commercial lengths in the extended station break periods.

But there hasn't been much advertiser interest in the new lengths so far, Miss Davis said, adding that Procter & Gamble and Gulf were "looking at 40s" and Lorillard at 30s. Miss Davis expressed doubt that many 40's could actually be accommodated in prime time breaks because of 20s already placed in those periods.

■ Jeremy Sprague, group media director of Cunningham & Walsh, suggested that a re-evaluation of spot tv rates be made with a possible reduction in the cost of 20's. He pointed out that the 20-second commercial now occupies only 50% of the primetime station break, whereas it occupied 66⅔% previously when the break was 30 seconds long. In the period from 1956 to 1961, spot tv rates jumped 55% while the number of tv homes increased only 24%.

Mr. Sprague suggested that spot tv take a look at other media which charge premium rates for special position rather than give a discount for pre-emptible and run-of-schedule positions (as spot tv does).

The media viewpoint was advanced by Frank Martin, vp in charge of sales for Blair-TV, who said that the longer station break should result in more efficient buys. "Forty-second breaks increase the field of opportunity as to length and type of approach as well as making available more 20's and ID's," he added.

■ Mr. Martin speculated that the 40-second commercial might ultimately become the ideal length. He suggested that extensive use of that length could result in a decrease in the number of commercials being aired rather than more ads, as some people fear.

Another panel member, Joseph P. Dougherty, vp and general manager of WPRO-TV, Providence, said that the additional revenue a station gets from the expanded station break will give it an opportunity to continually improve its programming and to purchase new equipment. #

'Detroit News' Names Wheeler General Manager

Edwin K. Wheeler has been appointed general manager of the *Detroit News*, succeeding C. Arthur Weis, who resigned. Mr. Weis had held the post since February, 1952. James Schiavone has been named general manager of WWJ and WWJ-TV, succeeding Mr. Wheeler, who headed the broadcast operations since April, 1952.

Mr. Wheeler joined WWJ as a salesman in 1937, and four years later took over direction of the station's fm facility. He served as business manager for the *News* from 1949 until assuming his post as head of the radio and tv stations. Mr. Schiavone has been WWJ-TV station manager.

Morgan Joins Walker Saussy

Raymond R. Morgan Jr. has resigned as vp of Fletcher Richards, Calkins & Holden to join Walker Saussy Advertising Co., Los Angeles, as a vp and principal.

Plowe Paid Tax on $28,699 Originally Charged to Pew, Court Records Show

(Continued from Page 2)

Pew took the position that the $28,699 could not be regarded as income for him because he had collected it from Peter Paul under Mr. Plowe's instructions and turned it over to Mr. Plowe.

He told the court he had a "strange arrangement" with Peter Paul. After leaving Maxon in 1950, he had established his own public relations company in New York. He was retained by Maxon at $10,000 a year to represent Peter Paul in public relations activities with television, radio and newspapers. In addition he had a direct relationship with Peter Paul for a special recipe promotion project which he billed direct to Peter Paul.

The affidavit attacked by Mr. Plowe's lawyer was the last of three which Mr. Pew gave to investigators. In sworn statements on Oct. 22, 1956, and Jan. 14, 1958, he had declared that the payments to Mr. Plowe were in return for "merchandising and consulting service."

But a new affidavit on Feb. 10, 1958, said the $28,699 represented amounts added to invoices to Peter Paul "at the instruction of Elliott W. Plowe."

The affidavit said Mr. Plowe ordered Mr. Pew to phone him prior to submitting each invoice "so he could advise me what I should add to them. I did so.

■ "I would normally inform him what item would appear in the invoices and he would then tell me specifically what items I should add to it and how much I should add as a charge for each item."

Mr. Pew said none of these items represented work by him. A week to 10 days after the invoice was paid, he said, Mr. Plowe would call at 270 Park Ave., the Pew public relations office, "and I would issue to him my check for the amount I had added to each invoice at his instruction."

In the Feb. 2, 1958, affidavit Mr. Pew said he agreed to the arrangement because he was told it had the approval of John Tatigian, president of Peter Paul.

"Now," he said, "I know Mr. Tatigian and his associates better and I am convinced they not only were not party to this, but they would have opposed it to the point of discharging Plowe from the company had they known it."

Mr. Pew reported that the arrangement continued in 1953, but did not go into 1954.

■ Maxon was dropped by Peter Paul early in 1954, he told the investigators, but "at Plowe's suggestion" he continued working on Peter Paul public relations. "Plowe informed me that he would either see that I was retained directly by Peter Paul for public relations work or by the new advertising agency, Dancer-Fitzgerald-Sample. This never materialized and I was not paid for my services in 1954."

In mid-1954 he talked with Peter Paul officials about being paid, but he insisted that he did not tell them about this arrangement with Mr. Plowe at that time. "Later, Plowe came to my office and was in an emotional condition. He stated that Peter Paul was not going to pay my bill and that they instructed him to settle it and that if I would accept $2,000 he would not lose his job."

■ Mr. Pew swore that he received payment of $2,000 in $100 bills at Mr. Plowe's bank at Radio City, and that he was assured it was Peter Paul money. "To the best of my knowledge," he declared, "Plowe left Peter Paul shortly after this and he visited me asking my assistance in getting a new job. He did not say why he left Peter Paul."

During the trial, Mr. Pew served as his own "lawyer" and later he submitted a brief summarizing his defense. "Here on the record is sworn testimony," his Jan. 1, 1961, brief said, "as to how Mr. Plowe conducted a scheme of his own creation, whereby he was able to pay himself in amounts of his own predetermination. It affords proof that these amounts of money, totaling $28,699, were not any time income to the petitioner. Nor were they kickbacks, repayments, inducements, or balm.

"Because these amounts were not income to the petitioner, they were not involved in his taxable earnings for the year 1952. Any insinuation that petitioner endeavored to hide so large an amount would be like trying to conceal a flagpole under a bedsheet."

■ The court's decision last week took the view that Mr. Pew had been forced to pad his invoices, and that he seemed to have a choice of submitting to this arrangement or losing the account. "Perhaps he should have chosen the latter," the court said. "But, is not the province of this opinion to pass judgment on the morality of the transaction." Before trial, Mr. Pew agreed to pay taxes on $7,500 of expense for "newspaper mats" and $3,000 of travel expenses which he was unable to substantiate. With these exceptions, the court said, the deficiency—totaling $49,259—is disapproved. The court also eliminated $7,082.80 in penalties, ruling that the Internal Revenue Service failed to show that any portion of the deficiency was due to fraud. #

Cash Parshall Miller Ratchford Barrett

DISCUSSING THE LADIES—*A. Edward Miller, publisher of McCall's, discusses opinions of homemakers voiced at McCall's Fifth Annual Congress on Better Living with William B. Cash, vp and director of marketing, flour and mixes, General Mills; William Parshall, manager of marketing services, H. J. Heinz Co.; E. Donald Ratchford, vp, Ketchum, MacLeod & Grove; and E. D. Barrett, vp of marketing, Standard Brands.*

New Virgin Island Rum Council Slates Magazine Drive

The new Virgin Island Rum Council will start its initial advertising for the island's "light, dry" rums with a quarter-page b&w ad in *Sports Illustrated* Oct. 2. This will be followed with similar ads in *The New Yorker* Oct. 14 and the November issue of *Holiday*.

The council has an over-all budget of $500,000, half of it for advertising. The ad campaign will be keyed to the theme that "mild, festive Virgin Island rums offer a perfect vacation from everyday drinks." The marketing effort will concentrate on opinion leaders in nine states: New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Florida, Illinois, Texas and California. McCann-Erickson, New York, is the agency.

'Great Many' Hear Radio Even in Prime TV Time, Politz Study Finds

NEW YORK, Sept. 28—Most people listen to radio some time during the week, and a great many of them listen even during the prime tv hours that radio advertisers tend to shy away from.

This is one of the most interesting findings in the latest qualitative and quantitative study made by Alfred Politz Media Studies for five stations represented by Henry I. Christal Co.: WGY, Albany-Schenectady-Troy; WBEN, Buffalo; WJR, Detroit; WTIC, Hartford; and WTMJ, Milwaukee.

Details of the study, based on information obtained early this year, will be released Oct. 2. A sample of approximately 1,000 persons 15 years or older were interviewed in each station's coverage area.

■ To emphasize the qualitative approach and avoid the segmented radio sell involved in ratings, data were tabulated only for radio as a whole and for each of the sponsoring stations. No competitive information is shown for other stations in the survey markets.

Practically everybody interviewed lived in a household with at least one working radio, and most—ranging from 67% in Schenectady and Buffalo to 60% in Hartford—had a choice of two sets. The range for fm radio households was from 23% in Schenectady to 33% in Milwaukee.

Practically everybody listened to radio some time during the week and most listened seven days a week. The figures for seven-day-a-week listening ran from 62% in Detroit to 71% in Hartford and in Milwaukee.

Surprisingly enough, at a time when so many buyers look on radio as a get-them-to-work and then-back-home medium, the strongest period for radio was 12 noon to 3 p. m. in most markets. Next was a close race between the 9-to-12 noon block and 3-6 p. m. period. Next in line was radio's most commercially crowded period —7 to 9 a. m. Even in tv's best hours—8 to 10 p.m.—radio reached from 43% of the 15-and-over population in Milwaukee to 49% in Hartford.

■ The over-the-week spread of listening would indicate, Christal noted, that advertisers have reason for turning their backs on the old pattern of Monday-through-Friday-only buying, and putting weekends on their schedules. Though Sunday individually produced smaller audiences than the other six days, when used in combination with other days, it adds notably to the total reach, picking up listeners who don't show up on the working days.

From 66% (in Schenectady) to 73% (in Detroit) of the interviewees lived in a household with at least one radio-equipped car. Car listening ranged from 45% to 57% and "other place—out of home" listening contributed from 25% to 29%. These higher than usual out-of-home figures should give comfort to the radio salesmen who insist that out-of-home listening is so large that it comprises a major advertising medium by itself.

■ All the data were broken down into four age groups: 15-24; 25-34; 35-54; and 55-and-over. Radio's greatest reach was in the 35-54 group. There are also sex and socio-economic classifications.

The study offers a wealth of information designed to show what people think about radio in general and the sponsoring stations in particular. Where would they go to verify war rumors? What do people think of the news coverage, sports broadcasts, farm programs, homemaker programs, the station's reliability, its public service programs and its advertising? What kind of music do they prefer? The winner was popular music, but rock 'n roll scored high with the youngest category in the study.

■ All the sponsoring stations offer "full range programming"; that is, something for everybody and not merely music interspersed with news. This perhaps explained the uniformity of patterns in the results for the five markets covered.

Copies of the reports are available from the five stations or from the Henry I. Christal Co. Typical tabulations are shown in the accompanying tables. #

Weekly Cumulative Audience of Radio
By Markets
Covering Sponsoring Stations Full Coverage Area

	Detroit %	Hartford %	Milwaukee %	Schenectady %	Buffalo %
Population 15 and Over					
Total	97	98	97	97	97
By Sex					
Male	49	48	48	47	48
Female	51	52	52	53	52
By Age Groups					
15-24 years	19	19	18	21	17
25-34 years	20	19	21	17	20
35-54 years	39	40	39	35	36
55 and over	22	22	22	27	27
By Socio-Economic Status					
Upper Third	34	33	34	34	33
Middle Third	33	33	34	33	33
Lower Third	33	34	32	33	34
By Place of Listening					
At home	95	97	95	98	96
In car	50	49	48	45	57
Other places—out of home	27	29	29	25	28

Characteristics of Areas Measured
By Markets

	Detroit %	Hartford %	Milwaukee %	Schenectady %	Buffalo %
Total adult population	100	100	100	100	100
Population living in households with at least one radio	98	99	98	99	98
Population living in households with at least two radios	62	60	65	67	67
Population living in households with more than two radios	29	26	32	28	36
Population living in households with FM radio	31	31	33	23	28
Population living in households with at least one automobile	90	83	87	85	82
Population living in households with more than one automobile	26	26	21	19	18
Population living in households with at least one car equipped with radio	73	72	70	66	69
Population living in households which have at least one television set	96	95	96	94	97
Population living in households which have at least two television sets	21	14	16	20	18
Population distribution:					
Male	49	48	49	47	48
Female	51	52	51	53	52
15-24	19	19	18	20	17
25-34	19	20	22	17	20
35-54	39	38	38	35	36
55 and over	23	23	22	28	27

Weekly Cumulative Audience of Radio Within Specified Time Periods
By Markets

	Detroit %	Hartford %	Milwaukee %	Schenectady %	Buffalo %
Total Population 15 & Over	97	98	97	97	97
5-7 a.m.	38	44	49	38	39
7-9 a.m.	74	82	80	78	76
9-12 Noon	79	83	82	83	84
12-3 p.m.	81	84	82	82	85
3-6 p.m.	78	82	75	79	82
6-8 p.m.	67	73	57	71	69
8-10 p.m.	47	49	43	47	48
10-12 Mid.	36	34	30	34	41
12-5 a.m.	12	13	12	11	15

Britannica Names O'Rourke

John D. O'Rourke has been named advertising and sales promotion manager of Encyclopaedia Britannica Films, Wilmette, Ill. He succeeds Fred Nold, who has joined the sales department. Mr. O'Rourke joined the company's sales promotion department last year.

Trojan Productions Formed

Trojan Productions Inc. has been formed with headquarters at 167 E. Ontario St., Chicago. Ted Weber is president of the new company, which will produce and syndicate radio programs primarily for smaller radio stations.

Shoemaker Joins 'Redbook'

Warren W. Shoemaker, previously with Macfadden Publications, has joined the Chicago sales staff of *Redbook*.

PRESENTS YOUR SALES-STORY WITH 9 A.M. ENTHUSIASM

DuKane FLIP-TOP SOUND SLIDEFILM PROJECTOR

DAY AFTER DAY AFTER DAY

With a voice that never tires and a memory that never forgets, the FLIP-TOP presents your sales message the way you want it . . . without slip-ups, omissions or lack of enthusiasm. Just open the lid and plug it in . . . no need to darken the room. For proof of how sight and sound can increase your selling effectiveness request our series of CASE HISTORIES. For a demonstration of the FLIP-TOP at your desk write to:

CASE HISTORIES

DuKANE CORPORATION
2140 No. 11th Street St. Charles, Ill.

—that OTT* in Eugene-Springfield, Roseburg and Coos Bay city areas has retail sales equal to 26% of the retail sales in Portland, Oregon. Here are the figures from Sales Management 1961

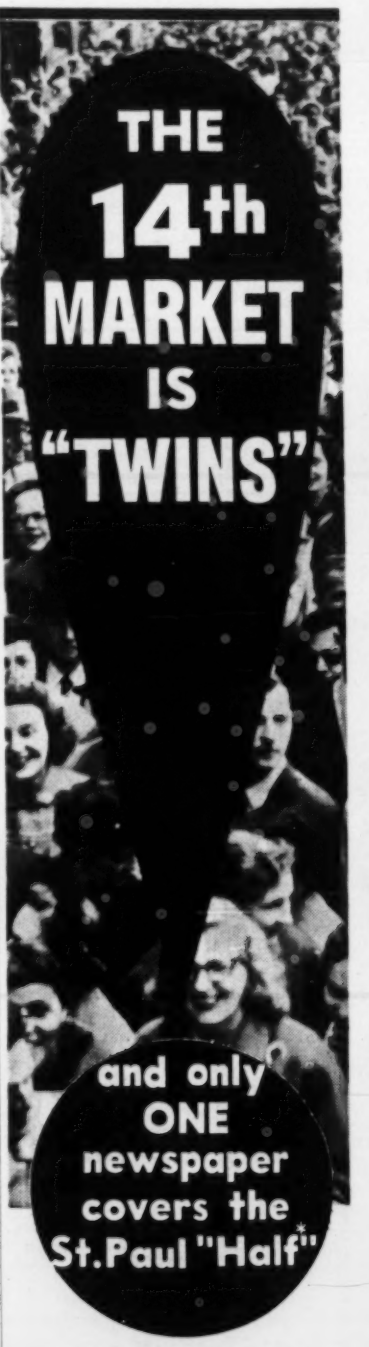
	Retail Sales	SM-Quality Index
Portland, Oregon	$784,534,000	128
Eugene-Springfield	$141,623,000	122
Roseburg	$ 30,263,000	136
Coos Bay-North Bend	$ 39,461,000	143

Over 110,000 TV homes depend on us for clear local television.

Why not talk to your HOLLINGBERY man or ART MOORE & ASSOCIATES (Portland-Seattle). One order, one billing.

Oregon Triangle Television

KVAL-TV Ch. 13 EUGENE
KPIC-TV Ch. 4 ROSEBURG Affiliate
KCBY-TV Ch. 11 CABLE 4 Coos Bay Affiliate
NBC



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
A HIRSH NEWSPAPER
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York - Chicago - Detroit
San Francisco - Los Angeles
St. Paul - Minneapolis

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

NEW ENGLAND ADVERTISING DIRECTOR

Opportunity to head up $3,000,000 budget for established but aggressive, growing package goods firm. Should be experienced in food, beverages or shelf items. Write full particulars to

Box 5260, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR FOR TECHNICAL AND TRADE JOURNALS

Experienced, resourceful, reliable, with first-class news sense and contacts. To serve in New York offices of major group of overseas publications with wide range of editorial interests. Send resume for interview.

Box 5261, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING-SALES PROMOTION MAN FROM MIDWEST

For leading consumer food company—national and regional advertising programs—must be experienced in all media and have food products experience. Age about 30. Send resume and salary requirements to **Advertising Director, The Rath Packing Company, Waterloo, Iowa.**

COPYWRITER

Genius desirable but not absolute necessity—provided you are pro who can take time over "think" piece or bat out "quickie" with equal skill. If you find writing fun, if you hit hard and direct on the selling proposition, you'll enjoy this live, creative, fast-moving (up) Baltimore agency. Gift for dramatic direct mail and sales promotion helps. Salary matches talent and experience. Resume.

Box 5262, ADVERTISING AGE
630 Third Ave., New York 17, New York

PROMOTION & RESEARCH ASST.

If you have an aptitude for fact finding & for analyzing facts & making them intelligible & interesting; if you write direct logical English; if in addition you are a creative person who is determined to make a career in business paper, publishing with a national co. leader in its field, then write & tell us why you would like to work in our promotion & research dept. Salary about $6,000

Box 5263, ADVERTISING AGE
630 Third Ave., New York 17, New York

AGENCY MEDIA MAN

Marketing oriented Media Department of important Chicago agency with diversified consumer accounts is looking for young man with experience in buying and planning for all media. Send resume and salary requirements to:

Box 5243, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

A SERVICE
for the articulate .....and
their cohorts .....
Molene Personnel **105 W. Adams**
ANdover 3-4424 **Chicago 3**

CONTROLLER

Rare opportunity to join management team of fast growing Midwest agency (not Chicago, Detroit or Cleveland). Thorough knowledge of agency accounting, costs and systems required. Send complete resume including salary requirements.

Box 932, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

HELP WANTED

Associate Editor for well-established, 90-page trade publication in recreation-sports field. Must be a self-starter, an idea man and capable of planning and carrying out editorial programs. Experience in association work helpful but not essential. Prefer man in 30-40 age bracket. Send complete resume, photo and samples of work. Specify minimum salary required. Please do not telephone. **Bowling Proprietors' Association of America, Inc., 111 S. Washington Ave., Park Ridge, Illinois.**

INTERNATIONAL ADVERTISING MEDIA

"Blue Chip" corporation, with world-wide manufacturing and sales organizations, has opening for a capable, experienced advertising man. Position is with International Advertising Division of company located in mid-West. Individual selected will have opportunity to assist in administration of one of the largest ad budgets in the industry. Media background required. If you are a college graduate, 28-35, convinced of the growth potential of international business, send resume to:

Box 5264, ADVERTISING AGE
200 E. Illinois St., Chicago, Illinois

Advertising Salesman. Some experience in consumer magazine field required. Chicago area and Midwest territory. Please give complete resume in first letter. All replies will be held in strict confidence.

Box 5265, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St.....New York 17, N.Y.
Or phone for appointment: YU 6-6947

Account Executive and Copywriter. Excellent medium-sized agency is seeking an experienced, able account executive—also a highly creative and talented copywriter. Both must be promotion-minded, personable and under 36. Please give full information, photo and salary requirements in first letter. **Doe-Anderson Advertising Agency, Inc., 315 Commonwealth Building, Louisville 2, Ky.**

Good opportunity for national advertising salesman on medium sized newspapers located in New York state. We need a man with sales ability and imagination to call on trade and to assist our national reps at the area level. Outstanding benefits. Permanent job.

Box 5242, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN

20-year old consumer garden magazine, ABC circulation 280,000, seeks experienced ad salesman to travel the East full-time out of home office. Salary, commission, expenses. Send resume.

Marshall Ackerman
ORGANIC GARDENING
Emmaus 8, Penna.

Advertising Space Salesman for major technical publication. Territory includes entire West Coast. Previous advertising sales experience not necessary. Prefer man with sales background in instrumentation field but will consider men with other industrial sales experience. Job requires imagination, perseverance and ability to plan own schedule. All expenses and car furnished. Salary, depending on experience plus commission. Write letter stating education, military status and work experience to

Box 5271, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GOOD SALESMAN

Seeks position with management potential. Now successfully employed at $20,000+. Solid Advertising backgrd. In TV, Radio & Print Media. Sales activity combines creative ability & knowledge of research with effective promotion, service and client entertaining.

Useful presentations developed.

Unusual record—abundant refer.

Box 928, ADVERTISING AGE
630 Third Ave., New York 17 N.Y.

SALES PROMOTION COPY WRITER
Home Entertainment Products

National sales promotion organization seeks skilled writer for its Indianapolis office. Must have minimum three years experience in TV, radio and Hi-Fi Stereo products. Starting salary in $8,500 to $10,000 range. Please give full details in your letter including availability. All replies held confidential.

Box 931, ADVERTISING AGE
200 E. Illinois St., Chicago 11 Ill.

POSITIONS WANTED

NO ONE TAUGHT THIS AGENCY COPYWRITER TO SPECIALIZE

Result? Fantastic product range: food, beverage, paper, mens wear, bank, oil, many more. All size clients. All media. Campaigns to rate holders. Creative, fast, versatile, congenial. Over 10 yrs experience. Exceptional buy. N.Y. only.

Box 5266, ADVERTISING AGE
630 Third Ave., New York 17, New York

AGENCY MEDIA MAN

Well versed in print media, some exper. in space. Have made media selections, studies, etc. 12 yrs. ad. business as AM, AE, Analyst, copy, research, 5 yrs. college, age 35. Chicago area.

Box 5267, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION MANAGER
Creative
Imaginative
Keen awareness of marketing

SP mgr. for leading consmr pkg gds mfrs for 4A agcys—7 yrs: display, packaging, pop, brochures, layout, copy, production et al. Salary secondary to potential. 31, married, degree. Top ref.

Box 5269, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALES

Eastern Mgr. for top trade publications wants change to more opportunity. Age 37, 12 years in advertising space sales. 7 with present publisher. Growth record. Strong following in agencies. Available on 30 days notice. Write in confidence.

Box 5278, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AMBITIOUS YOUNG EXECUTIVE

Experienced in
Marketing, Sales Promotion, Advertising.
Seeks position with future, not job.
Salary commensurate with experience.

Box 5279, ADVERTISING AGE
630 Third Ave., New York 17, New York

FREE LANCE COPY & IDEAS
DEPENDABLE 48 HOUR SERVICE

Fresh copy that sparks sales. Full time free-lancer with 15 yrs. experience. Direct mail, general, radio, **Florence Ruehl, P.O. Box 1176, Glendale, Calif.**

WANTED—WANTED—WANTED AGENCY IN CONNECTICUT OR

Westchester which will pay me small draw against new business commissions.

Box 5268, ADVERTISING AGE
630 Third Ave., New York 17, New York

A/E POSITION - EAST COAST

Young, responsible A/E, bi-lingual (Spanish-English), seasoned international advertising, seeks position with agency, preferably in New England. Curriculum vitae on request.

Box 5270, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ART DIRECTOR

To head Art Dept. for large national Chicago printer. Make own roughs. Know buying sources. Know type and mechanics of printing. If you can combine these with creative versatility and have the urge to do original, distinctive work, write and tell us about yourself.

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WE HAVE JOBS IN ADVERTISING IN NEARLY EVERY STATE -- EXCEPT HAWAII AND ALASKA! WHAT'S WRONG WITH YOU TWO NEWCOMERS?

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POSITIONS WANTED

CONTROLLER—working administrator, heavy finance, controls, accounting, 4A experience. BBA-MBA-CPA.

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EXPERIENCED SPACE SALESMAN

Consumer magazine, wishes position in New York area. Resume on request.

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MEMO: To Chi-agency or co. that can use this combination of experience and training: 3 yrs. sales-6 yrs agency (major accounts), Creative-TV Business mgr. returned to N.U. Law school to specialize in MARKETING LAW. Can apply legal education and advertising experience to help you solve marketing problems-(media contracts/union negs/etc). Presently employed major appl. co. Resume.

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CONSUMER PROMOTION SPECIALIST

Creative Merchandising Woman desires to join staff of Consumer Products Mfg. or Packaged Goods Advertising Agency. Experience in Product Merchandising, Marketing Research, Selling, Publication Advertising. Ability to conceive ideas & complete job. Successful in developing Consumer Product & Premium Promotions thru to Package Design. Blue Chip Contacts; also Finest Character & Business references.

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TV/RADIO—FILM—A/V

Strong bg. in radio/TV adv., net. shows, tape, motion pix, slidefilm. Producer, writer, contact. Agency, Adv'r, Studio.

Box 5276, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ART DIRECTOR

20 yrs. experience
P.O.P. and other material
Handled top accounts
Has sales experience
Best references

Box 5277, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

W. COAST MAG. REP. to be in Chicago & New York week of Oct. 2 for interviews. Top consumer/trade creative, hard-working salesman. Opening new office.

Box 5280, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois
Box 5281, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

New electronic publication seeks space representatives in Philadelphia area and the Southeast. If you know this field and can handle a potentially hot magazine write

Box 5256, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT TO BUY TRADE PUBLICATION

Established publisher interested in obtaining another trade publication. Write or call in strictest confidence. **S. Russell, 487 Broadway, New York 13, N. Y. Canal 6-1454.**

PROMOTION—PUBLIC RELATIONS DIRECTOR

for well-known and well-established national trade association in sports-recreation field with headquarters in Chicago area. Must be a self-starter, an idea man and capable of planning and carrying out all phases of an overall promotion-public relations program. Should have journalism training and a sound record of experience. Association background helpful but not essential. This is an excellent opportunity for younger man (30-40 age bracket). Specify minimum salary required and submit complete resume, photo and samples of work to:

Box 935, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

LIKE A BEER CHASER?

What we're hintin' at is being America's *only* complete brewery marketing organization makes us beer chasers, see. We've tracked down every conceivable way to do a successful job of selling beer—and listen, what some of our motivation-researchers went through for the sake of depthmanship . . . well . . . they can have their secret little smiles. Just as long as we've got the story on expert beer marketing.

So if you'd like to chase a beer account for your agency, or if you've already got one and it's bugging you, know that we're sitting here with outdoor boards, newspaper ads, quality point-of-purchase, packaging, sales-building promotions, radio and television spots . . . the whole ball of malt, tested and proven and themed with a strange and wonderful hop-kissed view of selling beer.

It can be exclusively yours in your marketing area, customized to fit your problems . . . for what we nervously call a pittance. Care to chase a few beer accounts, thus nobly armed for the job? Wire or call

Howard D. Morris, Executive Director, United Breweries of America, 946 Greentree Road, Pittsburgh 20, Pa., Walnut 2-3900. He'll give you the details.

BUSINESS OPPORTUNITIES

WANTED an advertising agency handling national accounts to merge with fast growing display firm. Well worth contacting. Strict confidence.

Box 5282, ADVERTISING AGE
630 Third Ave., New York 17, New York

SERIOUS ILLNESS forces sale of "just started" newspaper ad mat service for Banks. Made 12 calls, sold annual service to all. Already to go 135 complete ads, art, plates and mats. Will sell business for $10 per ad. **Watson Associates, Wolcott Bldg. Hutchinson, Kansas.**

MISCELLANEOUS

P.R. & PHOTOGRAPHIC TEAM—NY

Excellent placement contacts. Can serve 1 or 2 select clients on project or assignment basis. Develop special events, public affairs programs, women's activities, radio & TV liaison, etc.

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630 Third Ave., New York 17, New York

ARTISTS-WRITERS PERFECT SPOT

Big studio separate and 6 room, 2 bath residence, 3 beautiful wooded acres, 2½ mi CNW Sta. Barrington. Priced for quick sale. Phone **DU 1-2520** for details.

PROMOTIONAL ITEM

60" Publicity Searchlight—Army mounted 4 wheel chassis with metal glass cover. $1850.00

Box 5284, ADVERTISING AGE
630 Third Ave., New York 17, New York

HAPPY IN SMALL TOWN
Offering savings in Lay-out,
Design and Exhibit work.
STUDIO ARTS, CHAPEL HILL, N.C.

SURVEYS ON MARKETS, SALES AND MEDIA FOR ACCOUNTS, AGENCIES, ETC.

Will handle design, mailing and tabulation on any size job. Key lists available. Can save you time, effort and money.

Marketing Research Associates
Box 2760, Grand Central Station
NEW YORK 17, NEW YORK.

MARKET RESEARCH ANALYST

needed as key man in research dept. of a well-established East coast advertising agency (not in NYC). Should be thoroughly experienced in survey planning, testing, interviewing, analysis & report writing. Prior exposure to consumer, industrial, copy & attitude research is important, and for what this employer has in store, applicants must demonstrate administrative potential. Salary $9,500 to $12,000. Write to: Dept. MRA

Personnel Search Division
THE PERSONNEL LABORATORY, INC.
500 Summer St., Stamford, Conn.

Excellent Opening for ACCOUNT EXECUTIVE With A Large Chicago Agency

Grasp of selling through retail channels — department stores as well as independent outlets—essential. Good judgment of artwork, knowledge of media and ability to work well with creative people will weigh heavily in applicant's favor. Ideal candidate will have advertising experience in soft goods, but a background in department store merchandising with grounding in basic advertising principles will also qualify. Salary will be more than adequate for right man.

Send complete resume to:

Box 939, ADVERTISING AGE
200 E. Illinois St, Chicago 11, Ill.

CHALLENGING OPPORTUNITIES FOR AD MANAGER

Leading producer of projection screens seeks adv and sales promotion manager. Will be responsible for direction and coordination of agency activity. Heavy responsibility in administration and budget control. Minimum 5 years experience in like capacity required. Experience in or knowledge of photographic industry desirable but not mandatory. College degree and service exemption important. Age 35-45 preferred. Excellent salary and broad benefit program. Wonderful North-Central Indiana community. Send resume and snapshot.

Box 940, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS . . .

. . . this week only applicants waiting in his files plus a few previously advertised for but not yet found. Don rarely readvertises a job. One ad usually locates the men called for. Not always. He still needs the foods brand manager and Coast branch-office copy chief last week's ad described.

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago
WA 2-9400

Thriving Midwest Advertising Agency needs

LAYOUT MAN

Should have at least 3-5 years under-fire experience in rendering comprehensive and rough layouts. This means a youngish man, preferably not more than 35, with the zeal to create and the stamina to *produce*. Salary in line with creative ability. Less than 2 hours from Chicago by toll-road. Please send resume to:

Box 923, ADVERTISING AGE
200 E Illinois St., Chicago 11, Ill.

ADVERTISING MANAGER

Background in department store or chain store hard lines. Hard-hitting, creative, "shirt sleeve" operator. Strong emphasis on layout and production. Potential to grow with one of America's fastest growing retail chains. Reply in confidence, submitting resume and salary requirements, to:

Personnel Manager, The Abel Corp.
80 E. Chestnut St., Columbus, Ohio

ADVERTISING DESIGN ASSISTANTS

Able to prepare rough and comprehensive layouts, handle type specifications, supervise preparation of key line art. Will involve contact with photographers, art studios and advertising agencies. Should be able to contribute to creative planning of direct mail, sales literature and journal advertising. Prefer 2 to 6 years experience. One position available in domestic advertising, second position in International Operations. All qualified applicants will receive consideration for employment without regard to race, color, creed or national origin. Please send resume to:

TECHNICAL EMPLOYMENT COORDINATOR
THE UPJOHN COMPANY
KALAMAZOO, MICHIGAN

YOUR CLASSIFIED

AD HERE WILL

BRING RESULTS

WE BELIEVE . . .

That the measurement of a man in sales (or any form of endeavor for that matter) must be based on:

1. Mutual understanding
2. Mutual truths
3. Mutual loyalty
4. Mutual ability
5. Mutual results

between Employee and Employer—be it individuals—corporation or whatever form.

WE DO NOT BELIEVE . . . that mutual understanding means that because a man does his job well (a portion of the whole) that he should be given a percentage of the Company simply because he is doing a good job, which is expected of him and for which he should be paid proportionately.

WE BELIEVE . . . that regardless of any magic formulas, methods or approaches to sales and the results of these sales, that a salesman must:

1. Earn enough to pay his expenses.
2. Earn enough to pay his commission.
3. Earn enough to pay a part of the overall company overhead.
4. Earn enough to bring a return to the company.

WE BELIEVE . . . that a man with average or above average good selling ability (in our times) can move from Company to Company—from position to position—from job to job (and it might be in any of these categories) and increase his earnings most of the time—but in the long run, unless "Lady Luck" is his constant companion—this man's real ability will seek its own level.

WE DO NOT BELIEVE . . . that rash promises from either side in the form of either

1. Misrepresentation of ability
2. High salaries (for money's sake)

Drawing account (or whatever name you choose to use).

will automatically assure anything but temporary *success*.
For in reality, *Success* has been measured by many standards the world around—but basically it must come down to a single word "*CHARACTER*" and that must apply to Company and individual alike—it must be *mutual*.

WE DO NOT BELIEVE . . . that a top salesman, whether he be publisher or sales manager, can do a job in a leading trade publication in today's scheme of things, unless he is willing to do some traveling.

WE BELIEVE . . . that this traveling time should work out at about 50% minimum during the year without handicaps or inconveniences.

WE BELIEVE . . . that a man should be paid commensurate with his *known* ability and with the worth of the job to be done.

WE DO NOT BELIEVE . . . that he should be paid for the job to be done before the job is done—But rather,

WE BELIEVE . . . that he should be paid in stages as it becomes self-evident that the job is being done—and, mutual ability will know this without prompting from either side.
And by the same token—

WE BELIEVE . . . that a Company should not ask a man to prove himself completely in the early light of endeavor—nor should he ask the Company to prove itself with top rewards in the early light of association.
Sincerity and honesty must be *mutual*.
Integrity begins with man and job (and Company) and to flourish it must have a *mutual honest beginning*.
If you are a man who not only knows sales—but can sell along with top salesmen—can direct—manage and translate leadership to his fellow man honestly and sincerely—with a touch of humility—
We would like to hear from you.

H. L. PEACE PUBLICATIONS
624 GRAVIER ST.
NEW ORLEANS 12, LA.

ATTENTION PUBLISHERS

LOOKING FOR *SALES* ON THE WEST COAST—well trained and familiar with all markets—with excellent sales records on established publications. We invite your interest.

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BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

TO A BUSINESS PAPER PUBLISHER WITH AN ADVERTISING SALES PROBLEM

Productive advertising sales manager with extensive, valuable agency acquaintances and enviable sales record, seeks lasting connection with a sound, congenial, multiple-publication house. Middle West preferred.

Box 937, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Our 50th Year

PUBLIC RELATIONS SUPERVISOR —natl. assn. bkgnd. essen.—under 40 — $14,000
MARKETING ANALYST—25-35—splendid oppty. electronic consumer mfgr. — 8,500
SALES PROMOTION—direct mail subscription exp.—musical pub. — 7,500
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

Let's Get Together

If you are the owner of a small agency in the Hartford, Conn. area facing the usual obstacles to agency growth, we would be happy to talk with you. We're a small agency too. It's possible that through a relationship which might result in acquisition, affiliation or merger, we can do together what may be most difficult to do alone. We'll also talk to an AE with established billings. Write through your attorney, accountant or direct. Describe your situation in sufficient detail so that we can determine if enough common ground exists to warrant a personal meeting.

Box 915, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MARKETING MAN

Nation's fastest-growing coast to coast food serving organization offers an outstanding opportunity for an experienced food marketing man with sound promotion background on national and retail levels. Responsibilities cover consumer research, sales analysis, market projection, product promotion and other related functions. This is a new position and has unlimited growth potential. Reply in confidence, giving experience, education and salary required.

Box 936, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING SALESMAN FOR EAST COAST

National industrial book seeks man for New Eng., N.Y., N.J., and Phila. Excellent setup and future for aggressive salesman with proven record. Good salary plus profit sharing. Be specific; send photo.

Box 933, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ENGLISH AGENCY
WITH FRENCH SUB-OFFICE
SEEKS U. S. LINK

Established two years ago, this agency has already achieved considerable client success by effective creative advertising. Now we wish to expand internationally, and desire American participation in the venture.

If you wish to offer your clients European facilities, *and* acquire new business, contact the Managing Director,

DUGDALE CAMERON AND PAYNE, LTD.
20/22 Queen Street, Mayfair, London. W.1.

Fate of Local Agencies in Face of Growing International Cooperation Debated at IAA

(Continued from Page 8)

one over-all campaign and then to place it most advantageously—and in connection with the latter, we shall certainly need hard facts on coverage and readership which we do not have now."

As a result of this trend toward more uniform international advertising, said Mr. Rutter, it seems inevitable that the large agencies will become larger and the trend of medium-size agencies to merge will be accentuated. Small local agencies, however, are likely to survive.

■ As for costs and fees, Mr. Rutter advanced the idea that more intensive knowledge of coverage and reading and listening habits is likely to increase agency costs, so that local agencies may probably require more; but on the other hand, it is unrealistic to expect the international agencies to take on the burden of all planning and creative activities without getting some of the fees accruing to local agencies.

Joost Smit, Smit's Reclame Advies, Amsterdam, on the other hand, explained that his small agency operates very well by making a "free choice of associate agencies abroad"; that is, by dealing with independent agencies in each area which are specially equipped to handle matters locally. This is the best system, he said, adding that in his opinion the local agencies require the full commission in each case, and the supervising agency should be paid a fee in addition, if this seems necessary.

■ **George Theophilopoulos,** Alector Advertising Agency, Athens, asserted that both the large international agency and the agency with local orientation are necessary for successful advertising and marketing in newly developing countries like Greece.

"In a country like mine," he said, "it is especially important to have a creative local organization able to meet local conditions. And there are still problems of local language and usage. Only birds 'fly' in Greece; airlines cannot use this word. The word for them is 'travel'."

N. Baird-Smith, advertising manager, Shell International Petroleum Co., London, also contributed to the discussion when he discussed the organization of Shell's advertising throughout the world.

Shell is now marketing petroleum products and advertising them in more than 80 countries on a national scale, he said, but has developed its own organizational framework for handling this advertising—a sort of middle ground between local autonomy and complete international control. He contrasted the operations of Unilever and Standard Oil of New Jersey with Shell to demonstrate what he meant.

■ Unilever, he said, establishes its own international agency in every important market—an agency responsible to the local officials and practically independent of Unilever headquarters control. Standard of New Jersey, on the other hand, uses "McCann-Erickson almost everywhere."

Shell does not want to impose too much uniformity in various markets, but most U.S. oil marketers follow the Esso pattern, Mr. Baird-Smith said. Shell has its own approach, operating through highly decentralized groups in various countries, but with central organizations in the Hague and London, acting principally as coordinators.

■ Shell International has advertising functions within its marketing division, but the individual companies usually employ local agencies which are not ordinarily branches of American or British agencies, although there are some exceptions.

The international advertising division also handles some advertising in international media directly; does marketing research; produces films and what it calls "visual manifestation" material—material for service stations and other places where the word "Shell" is seen. It works not only on point of sale material, but on uniforms, identification, etc., he said. #

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

GROWING Out of Your Present Job?

Looking for a brighter future? One of our agency clients may have the very opportunity you're after — in account management, copy, PR, radio-TV or market research. You are invited to write and tell us about yourself without incurring any obligation or fee, since we represent employers.

Address: Talent Pool
THE PERSONNEL LABORATORY, INC.
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MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Edward Swann, Burnham Van Service, Inc., 1634 Second Avenue, Columbus, Georgia.

'S.F. News-Call Bulletin' Names McLain Ad Director

Harry C. McLain has joined the *San Francisco News-Call Bulletin* as advertising director, succeeding Wallace Brooks, who resigned Aug. 31.

Harry C. McLain

Mr. McLain formerly was vp in charge of sales of the *Oregon Journal*, Portland. Prior to joining the *Journal*, he was commercial manager and assistant general manager of KPOJ, Portland.

Sheehan Rejoins Fuller

Fuller Co., Catasauqua, Pa., has appointed John M. Sheehan Jr. advertising manager. Mr. Sheehan was formerly district advertising manager of Putman Publishing Co. Prior to joining Putman, Mr. Sheehan was assistant advertising manager of Fuller for two years.

Willsted Adds Yarn Business

National Spinning Co. and National Yarn Co., New York, spinners of worsted and synthetic yarns for knitted outerwear, have appointed Willsted & Shacter Advertising, New York, to handle advertising.

Program Improvement Your Job, FCC's Minow Tells N.Y. Broadcasters

(Continued from Page 6)

could be so meaningful to all children. He emphasized that any plan and effort in this direction are entirely up to you."

The programs he has in mind, Chairman Minow said, should be as entertaining, as educational, as whimsical as creative talent can make them.

"Let there be competition among you for quality during that children's hour so that parents and children can find on at least one network, for at least one hour each day, a program representing the best you can produce for youngsters."

■ He explored, with concern, the circumstances which prompted ABC to abandon plans for "Discovery," a children's program that was to be offered five days a week, between 5 and 5:30 p.m.

Because the program was off to a late start, only 67 of the 110 markets ordered by the sponsors could clear the program. Eventually 76 stations reaching 65.5% of the tv homes were lined up, with a potential audience of more than 14,000,000 children.

"This was not enough," he said. "Some of the advertisers felt that there would not be sufficient viewers to make their advertising worth while and dropped out. The result was that the show was cancelled—and it will not be seen by one child in the country.

"Assuming with me for the minute that 'Discovery' did have all the values suggested, then where does the responsibility rest for killing a children's program with so much hope and promise? Is it enough to shrug our shoulders and say, 'Too bad. They started too late?'

■ "If that is the only excuse, I must suggest that there is something fundamentally wrong with a system in which the potential of reaching the homes of 14,000,000 children is not enough to go ahead. No magazine, no newspaper, no other medium of communication, could have offered such an audience, with an early or a middle or a late start. We cannot accept the premise that the chance to reach 14,000,000 children is not enough to be worth while."

Chairman Minow says he does not accept the proposition that tv is an important cause of juvenile delinquency. But he insists it should be a major cause of juvenile development.

He said the excuse that children like "time-waster" programs isn't compelling. He reminded the executives that "99% of children prefer candy over spinach, 92% prefer movies to Sunday school, and 79% prefer to watch tv rather than go to school." The second excuse—that parents can turn the set off—isn't impressive either, he continued. "Is that a good enough excuse for the tv station to keep on drugging the public air? As for switching stations, I ask you: Switch to what?"

■ The final explanation, he said, has to do with sponsors, markets and merchandising. "Now, if we agree with the purpose and philosophy of the Communications Act," he said, "that the airwaves belong to the people and that the broadcasters use them as the people's trustees in the public interest, then the slide-rule measurment of markets and merchandising cannot be controlling. These commercial considerations cannot be controlling generally in the case of the broad public, and particularly in the case of children."

He said the plan of rotating responsibility for high level children's programs is designed to overcome the argument that stations which put on high level programming are at a competitive disadvantage.

"All of us in this room today share the same purpose," he said. "You constantly want to improve programming for our youngsters."

■ Turning to the need for continued improvement in other tv programming, Chairman Minow noted that a recent poll showed tv "decision makers" assumed that most of the public wouldn't like drama and informational programs that appeal to them personally.

"I wonder what convinces them of that," he said. "Why not try your own taste for a change? If you prefer the new, the creative, the daring, the imaginative—why not give your audience a chance to share your preferences? Try assuming for a time period that the audience is not really so very different from yourselves. Try to kick the habit of underestimating the public's taste and take a flier on the premise that they are just as knowledgeable, just as ready, just as responsive as you are to the best you have to offer."

■ Before concluding, he read with approval a 1955 quotation from Charles Brower of BBDO: "If Christopher Columbus, the well known sailor from Genoa, had applied modern advertising research methods to his proposed voyage, a consumer jury test would have told him in advance that the world was flat; depth interviews with expert seaman would have revealed the impressive monsters that awaited him hungrily at the end of the sea; motivation studies among his crew would have shown that they were only interested in money; Ferdinand and Isabella would have canceled the appropriation; America would never have been discovered; and you would all be Indians."

NETWORKS WILLING TO DISCUSS MINOW'S PLAN

NEW YORK, Sept. 26—FCC Chairman Newton Minow's proposal for a three-network rotation plan for daily quality children's tv programs drew a friendly reaction from National Broadcasting Co., Columbia Broadcasting System, and American Broadcasting Co.

The networks indicated a willingness to get together to discuss the proposal.

At a press conference following his speech, Mr. Minow said he does expect some specific results to come out of the protracted FCC program study hearings that resumed in New York today with advertiser witnesses (*see story on Page 1*). Except for the recommendation that tv networks be licensed—which he hopes Congress will act on next year—he would not say what changes are anticipated. #

Whirlpool Boosts Gow

Ronald I. Gow has been appointed advertising and sales promotion manager of the commercial laundry and dry cleaning division of Whirlpool Corp., Benton Harbor, Mich., succeeding William Stephenson, who has resigned. Mr. Gow was formerly sales promotion manager of Whirlpool's utility division.

Maatman Gets New Post

Rapids-Standard Co., Grand Rapids, Mich., has appointed Kenneth B. Maatman manager of marketing services. Mr. Maatman was formerly manager of advertising and sales promotion.

FREE LIGHT
with every sign

'Codit" Reflective Liquid makes your highway "tacker" signs sell day *and* night—without the cost of light! Reflective sign surface bounces back light borrowed from oncoming cars. Brilliant. Impressive. You reach 50% more motorists than with daytime-only signs—and at much less cost per reader.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M

Dept. RCW, St. Paul 6, Minn.

THE
BIG
5th
EL PASO, TEX.
AMONG THE TOP FIFTY!
750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico, look and listen to El Paso, big 5th city of Texas, for buying news. This thriving, vital Southwestern market rates well within the nation's *top fifty*. El Paso Broadcasters give you 100-proof coverage of the Big 5th, where the population's popping and sales are soaring. Buy the Big 5th...El Paso, Texas...and help yourself!
EL PASO BROADCASTERS: KTSM
KELP-TV / KELP / KHEY / KIZZ
KROD-TV / KROD / KSET / KTSM-TV
XEJ-TV / XEJ / XELO

NOW BACON'S CLIPS NEWSPAPERS
offers expanded coverage!

All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of **both NEWSPAPERS and MAGAZINES** with **one** bureau — BACON'S, the national standard for reliable clipping service.

Send for MARKET AREA MAP

Full details on BACON'S expanded coverage. Lists **every** magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.

BACON'S CLIPPING BUREAU
14 E. Jackson • Chicago 4
WA 2-8419

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Western Union Telegraph Co. 63
WFMY 46
Wilding Picture Productions 94
WOC 104
Woman's Day 85
Worcester Telegram and Gazette 33
WTRF-TV 60

Young & Rubicam 72

His first name was Joe....
Schlitz
The above is a Milwaukee engraver's version of the way Joseph Schlitz signed his name.
Jos. Schlitz did not actually found the Jos. Schlitz Brewing Company. He married the widow of the man who did. But before he drowned in the Irish Sea, his name had been put on a beer so good that it has endured and prospered for 112 years.
All this time the same family that founded the company has directed the patient, prideful brewing of Schlitz beer.
And the beer has become such a familiar friend that no one thinks of the name as odd at all any more.
Our home town
MILWAUKEE
CITY LIMITS
POP. 741,324
—and how it got into our slogan
72 out of 100 men recognized this shape. Do you?
The brown shape above is called a rhomboid. We showed it to men just as you see it here and said, "What trademark is this?"
72 per cent of them said, "Schlitz!"
Those men recognize the mark of a great beer.
When you taste the beer behind this famous shape you'll recognize the taste of a great beer, and that's a lot more important.
How about a Schlitz?

HIS LAST NAME WAS SCHLITZ—*Jos. Schlitz Brewing Co. will kick off its new fall advertising campaign Oct. 3 with brown-and-white, full-page ads like these three in ten magazines and newspapers in 37 selected markets.*

Schlitz to Launch New Burnett Ads in Magazines, Dailies

(Continued from Page 3)

this fall. The second ad, which breaks Oct. 15 in the same media, will play up Milwaukee and the famous Schlitz slogan, "The beer that made Milwaukee famous." An illustration of a city limits sign in the ad carries the Milwaukee name spelled with only one "e."

The third ad in the series, which will appear on Nov. 1, features the large brown Schlitz rhomboid, minus the Schlitz signature. The headline states, "72 out of 100 men recognized this shape. Do you?"

The Burnett agency conducted two surveys in Chicago, testing the Schlitz rhomboid against the corporate symbols of seven other large U. S. companies. All of the symbols were in color but none were identified with the company name. With 72 of 100 persons correctly identifying the rhomboid, Schlitz finished second only to an automotive symbol (believed to be Chevrolet).

■ This will mark the first time that Schlitz has used the national edition of *TV Guide*, and the first time for many years that the brewer has advertised in *The New Yorker*. This also will be the most extensive use of newspapers by Schlitz in at least four years. The brewer explained that it will continue to use spot tv and radio campaigns in selected markets for special promotions.

Patrick Gorman, advertising director of Schlitz, told ADVERTISING AGE that the "second phase" of his company's advertising effort will break some time between Dec. 1 and Jan. 15. He declined to discuss the theme of a "Phase No. 2," which he said has already been approved, but added that media plans have not been finalized. #

SCHLITZ ADS IN LOCAL DAILIES HONOR WORKERS

MILWAUKEE, Sept. 26—Jos. Schlitz Brewing Co. last week inaugurated a new series of advertisements saluting Milwaukee workers for their contributions to the quality and integrity of products made here.

The advertisements appear in the *Milwaukee Sentinel* and *Milwaukee Journal* and also in the *Milwaukee Labor Press*. The series is planned to run weekly for at least 13 weeks. Leo Burnett Co., Chicago, is the agency.

The new push will be confined only to Milwaukee at present, but may be expanded to other cities if it catches on.

Each of the weekly ads will feature a quality craftsman chosen to represent workmen at one of the 13 companies to be featured in the initial 13-ad series.

The ads will show the person chosen at his work, the item worked on or the finished product toward which he contributes, and the man at leisure, pursuing his favorite off-job recreation.

The ad copy tells of the person's interest and pride in his job, how he contributes to the quality of the finished product, and how his contribution has helped establish the quality work for which Milwaukee and the man's company have become famous.

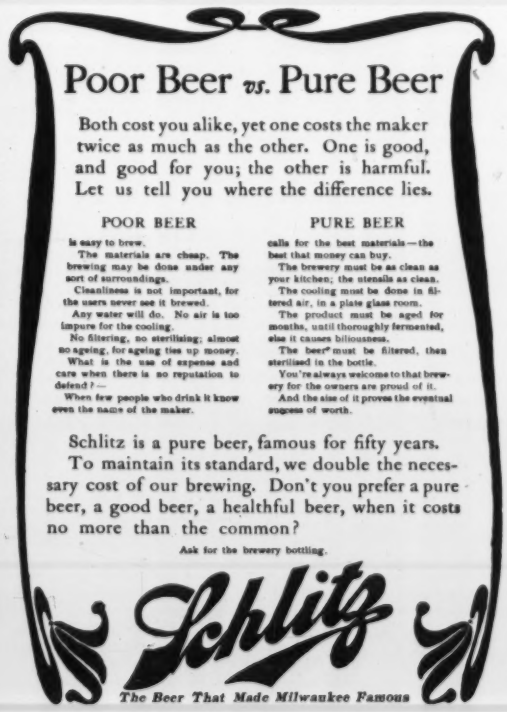
Each man will be identified with his union in the ad copy.

■ Schlitz will make a $100 contribution to the favorite charity of each man appearing in the ads.

"We have embarked upon what we feel to be a unique advertising program which features a well-deserved tribute to the Milwaukee worker and his important contributions to his community, his union and his employer," Robert A. Uihlein Jr., Schlitz president, declared in announcing the new series.

"We here at Schlitz are vitally interested in the continued development of our city, in the continuing prosperity of our many fine manufacturing companies and in the continued growth of an effective labor movement, which has been a valued partner in moving our city ahead," he said. #

SCHLITZ SERIES—*This ad is the first of a series run by Jos. Schlitz Brewing Co. in Milwaukee newspapers, saluting Milwaukee workers for their contributions to industry.*


Poor Beer vs. Pure Beer
Both cost you alike, yet one costs the maker twice as much as the other. One is good, and good for you; the other is harmful. Let us tell you where the difference lies.
POOR BEER
is easy to brew.
The materials are cheap. The brewing may be done under any sort of surroundings.
Cleanliness is not important, for the users never see it brewed.
Any water will do. No air is too impure for the cooling.
No filtering, no sterilizing; almost no ageing, for ageing ties up money.
What is the use of expense and care when there is no reputation to defend?—
When few people who drink it know even the name of the maker.
PURE BEER
calls for the best materials—the best that money can buy.
The brewery must be as clean as your kitchen; the utensils as clean.
The cooling must be done in filtered air, in a plate glass room.
The product must be aged for months, until thoroughly fermented, else it causes biliousness.
The beer must be filtered, then sterilized in the bottle.
You're always welcome to that brewery for the owners are proud of it.
And the size of it proves the eventual success of worth.
Schlitz is a pure beer, famous for fifty years.
To maintain its standard, we double the necessary cost of our brewing. Don't you prefer a pure beer, a good beer, a healthful beer, when it costs no more than the common?
Ask for the brewery bottling.
Schlitz
The Beer That Made Milwaukee Famous

SCHLITZ A LA HOPKINS—*The basic simplicity of the new Schlitz ads created by Leo Burnett Co. is somewhat reminiscent of this 1908 Schlitz ad written by Claude Hopkins.*

AMA Unit Names Bensinger Marketing Man of Year

The Chicago chapter of the American Marketing Assn. has named B. E. Bensinger, president of Brunswick Corp., "Marketing Man of the Year." The award will be presented to Mr. Bensinger at a dinner Oct. 19. The award is presented annually to the Chicago executive who has had an unusual success in marketing his company's products or services.

Howard Lochrie, Veteran Birds Eye Adman, Dies at 60

EASTCHESTER, N.Y., Sept. 26—Howard F. Lochrie, 60, advertising manager of the Birds Eye Division of General Foods Corp., White Plains, died of a heart attack in his home Saturday. Mr. Lochrie, a pioneer in the quick frozen foods business, worked for the Walcott & Holcomb agency in Boston as an account executive before joining the Birds Eye advertising and sales department in 1932.

He was made assistant advertising manager in 1936, advertising manager in 1942, and became product manager of fruits and vegetables in 1952. Subsequently he was appointed a product group manager for the division and in 1959 resumed the post of advertising manager.

FLOYD REED HARRISON

NEW YORK, Sept. 26—Floyd Reed Harrison, 71, treasurer and director of the Washington Post Co., suffered a stroke in his office yesterday and died later in Beekman Downtown Hospital.

Mr. Harrison served as New York representative for the late publisher Eugene Meyer, with whom he was associated some 11 years before Mr. Meyer bought the *Post* in 1933. Mr. Harrison had been treasurer and director since 1947. He was also a director of *Newsweek*, recently purchased by the *Post*. He had served as director of the War Finance Corp. and assistant to the governor of the Federal Reserve Board.

A daughter, Margaret Harrison, is confidential secretary to Arthur Hays Sulzberger, chairman of *The New York Times*.

LEON L. PETERSEN

ST. JOSEPH, MICH., Sept. 26—Leon L. Petersen, 56, former copy director of Netedu Advertising, died Sept. 18 at Memorial Hospital.

Mr. Petersen, a graduate of Nebraska University, was formerly a principal of Grubb & Petersen Advertising (now Grubb Advertising), Champaign, Ill. He joined Netedu Advertising about two years ago.

WILLIAM E. WALKER

MADISON, Sept. 26—William E. Walker, radio pioneer who built and ran a major Wisconsin chain, died here Sept. 14. After several years in banking Mr. Walker formed his own agency here and later entered radio as manager of WISJ, the *Wisconsin State Journal* station, and its successor, Station WIBA.

Suspended Denver BBB Will Keep Emblem of Truth

DENVER, Sept. 27—The Denver Area Better Business Bureau has announced it will operate independently of the national Assn. of Better Business Bureaus following suspension by the national association last Friday.

Crux of the dispute is the Denver bureau's Emblem of Truth program. Under the program, begun by the Denver BBB in February, 1961, merchants who subscribed to a code of ethics received special emblems to post in their establishments (AA, Feb. 27, *et seq.*).

As a result Francis Van Derbur, bureau board chairman, said, the Denver group "was accused of picking an isolated business man for the program, leaving his competitors under a cloud because they didn't have the emblem. We now set the program up only through trade groups so that all competitors can join."

■ The national association placed the Denver bureau on probation last May, giving the local group five months to eliminate what it considered "objectionable features of the program." Mr. Van Derbur said his bureau had gone along with the national association on every change asked in the program, except a ban on the use of the Better Business Bureau name in bureau advertisements. "That's something they have no legal right to do," he declared.

Participating merchants were originally charged $180 each to display the controversial emblem, but now trade associations collect enough from participating firms to pay the costs of advertising and policing the program.

"We're ahead of the rest of the country," Mr. Van Derbur said. "Without such a program, the BBB is nothing but a wailing wall. People call us and tell us the horse has been stolen. We sympathize and ask for details to put in our files.

■ "If they ask us to recommend someone who won't cheat them, we can't do it. We can give information only if they ask about a specific individual and we must be careful even then."

Denver will become the fifth U.S. city with an independent BBB, Mr. Van Derbur said. #

GEORGE HILL GOODMAN

PADUCAH, Sept. 26—George Hill Goodman, 85, former publisher of the *Paducah News-Democrat* (now the *Sun-Democrat*) died last week following a stroke. Born March 29, 1876, at Big Clifty, he founded a mail-order whisky business in 1900 which he ran until 1918. Mr. Goodman bought the *News-Democrat* in 1922, and as both editor and publisher put the paper in the black. In 1936 the University of Kentucky gave him the Algernon Sydney Sullivan award for outstanding service to the state and nation.

WILBUR SMART

EVANSTON, ILL., Sept. 26—Wilbur Smart, 56, former vp and art director of D'Arcy Advertising, New York, died of a heart attack here Sept. 17. His home was in White Plains, N. Y.

Mr. Smart resigned from D'Arcy several years ago to go into the real estate business, and was semi-retired at this death. He was with D'Arcy in St. Louis from 1945 to 1954, and in the agency's New York office from 1954 to 1957. He received several advertising awards for his work on the Coca-Cola account.

Prior to joining D'Arcy, Mr. Smart worked for Buchen Advertising and Henri, Hurst & McDonald in Chicago.

Offer on Box Skirts Store Ban, Dunham Declares

(Continued from Page 1)

livered by Charles J. McNary, manager of premium sales of Eastman Kodak Co.; John J. Grogan, assistant to the advertising manager of the eastern division of California Oil; and Edward A. Wetzel Jr., account executive at Batten, Barton, Durstine & Osborn, Chevron's agency. Mr. Grogan said so far the promotion had resulted in a 30% increase in credit card applications and an improvement on last year's sales gain, which was several times that of the industry.

■ The Chevron ads in magazines, billboards, tv and on point of sale material all featured Hy Finn, the company's cartoon character. Through direct mail, gasoline credit card holders received advance notice of the camera and got an opportunity to charge the purchase. Credit card applications were put alongside the camera coupons in Chevron stations. To get station personnel to hand out the coupons, Chevron offered dealers an 8mm movie camera as an incentive, Mr. Wetzel added.

Aim of the Chevron-Kodak promotion, Mr. Grogan explained, was to build traffic in Chevron's 2,500 stations. Mr. Wetzel said the first step was "to recognize that we have a camera to sell, that it is the means by which we hope to build station traffic, and our promotional effort must be directed towards the camera. Anything that detracts from the camera has to be sacrificed."

■ Mr. Dunham reminded his audience that 200,000,000 shoppers pour into supermarkets every week, with half buying items they hadn't intended to buy. But, he said, advertisers these days can't rely on getting in a "final lick" with the consumer, since most supermarkets have cut down on the amount of permissible in-store merchandising. Mr. Dunham said premium promotions plugged at the point of sale, on the package, would minimize brand substitution, help maintain continuity of purchase, increase units of sale, cause impulse purchases, help sample new products, and offset price competition.

He described Ivory Soap's pearl pendant offer, Johnson's Pride rain bonnet, Ipana toothpaste with two free glasses and Borden's evaporated milk "red scissors" premium coupons as deals that drew special attention to the products and supplied the final impulse in clinching a sale.

■ Mr. Dunham said "10¢ off" promotions had been "worked to death." Dipping into his 15 years' experience at General Foods, where he was premium promotion manager, Mr. Dunham told how two GF products, Lafrance and Swans Down, got off the 10¢-off kick. GF offered a self-liquidating premium for one product and a free package insert for the other and promoted both deals right on the package in the same bull's-eye space the company formerly used for its 10¢-off labels.

He reported results were "excellent." When a principal competitor had a cents-off deal running simultaneously, GF managed to overcome the price differential with the premium offer and even register a "healthy" share of market gain during the same period at a "considerable" savings in cost.

■ Mr. Dunham told premium men that the huge contest field offered them another "great potential for broadening the premium horizon." He said that although the trend had been good on the number of contests being launched, merchandise as prizes had dropped to 20% of the total major prize category. Vacations, meantime, jumped to 28% of the total, and cash to 24%.

"I am sure that if we use more enticement in the entry qualifications, keep the rules streamlined, and show a little more ingenuity in the prize awards, contests would become more productive to the user, and in turn, the premium seller will share in the benefits from increased usage of merchandise as prizes," he said.

■ Mr. Dunham pulled out some Starch studies to show that ads featuring premiums got more notice than non-premium ads. In a comparison of 37 ads featuring premiums and 57 non-premium ads, the premium variety was seen by 10% more readers and read "thoroughly" by 22 times as many people as non-premium ads. The premium ads enjoyed a 9% advantage in terms of actual sales, the report indicated.

On the legal front, Mr. Dunham reported that 44 states had introduced 175 anti-premium bills this year with two passing. Later Frank T. Dierson, general counsel for PAAA, said that the only federal anti-premium law in existence, the District of Columbia gift enterprise law, enacted 90 years ago, had been repealed Sept. 21.

■ After the talks, premium suppliers and buyers had an opportunity to stroll through the New York Coliseum, where over 400 premiums were on display, from tools to telescopes, barometers to beach toys, potted plants to parasols. Premium people noted a substantial boost in the price and variety of the products, with brand names coming to the front more than ever. They said premiums for sales incentive programs were probably the fastest growing premium category. #

1020' above average terrain
the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:
NEW
TALLER
WOC
TV
TOWER
SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.
WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

AANR COLOR AWARD—*Edward Fleri (left), of Batten, Barton, Durstine & Osborn, accepts r.o.p. color award for agency's Teem ad which ran in Staten Island Advance, from John Lang of Hearst Advertising. Award, made by the New York chapter of American Assn. of Newspaper Representatives, was one of six to media men. They paralleled r.o.p. competitions among agencies and newspapers staged by Editor & Publisher. In last week's E&P winners list, Advertising Age erroneously called the Advance the Advertiser.*

MacIntyre New FTC Member; Proposes Speedup Rules

(Continued from Page 1)

been used before. "If the FTC and the courts should conclude that Congress has not provided this, then the problem should be placed before Congress without delay," he said.

■ He said he would not want to deprive anyone of due process and that he recognizes it might not be possible to accomplish what he has in mind.

Under his plan, the commission would identify various practices which it regards as deceptive or unfair. "Rule mailing" procedures would be held so that the public would have a chance to comment. Once a final rule was adopted, violation of the rule itself would be an offense.

■ Under existing FTC procedures, the commission issues "guides" and trade practice rules based on earlier FTC and court decisions. While FTC tries to get compliance with these guides and trade practice rules on an industry-wide basis, a company that refuses to comply cannot be prosecuted for violating the guides or rules.

"The use of unfair acts and practices is on the increase," he said. "In any event it is my thought that the new frontier at the FTC should not be allowed to become a Maginot Line to be outflanked. Likewise, action should be taken to preclude reference to us as the 'endless frontier' where cases drag on and on and the 'regulatory lag' remains as an outstanding problem." #

Premium Corp., Grand Union Form Joint Company

(Continued from Page 1)

motion; the inner signatures of the book have been identical, but outer pages of each catalog have carried respective identifications.

■ Triple-S and Gold Bond have been offering around 1,500 different items to consumers. This figure has been upped to 2,000 for Performance Incentives, but with added emphasis on big-ticket merchandise for premium buyers whose budgets can take it. The range is from a 95¢ ironing board cover to a $4,700 jet-powered boat ("the same kind you see on 'Surfside Six' ").

A second offering, new to stamp concerns, is package vacations. Fifteen salesmen, operating out of seven regional offices (Buffalo, Chicago, Detroit, Los Angeles, Miami, Minneapolis and New York), are selling weekends at the Waldorf or, for $1,294, a round trip to Europe. Raymond & Whitcomb Co., Boston, a well-known travel concern, is handling bookings on 39 different destinations for Performance Incentives customers whose personnel rack up "prize points" to win the trips.

Performance Incentives hopes to do a volume of "several million" in its first year. Pointing to the "personal shopping" aspects of the redemption centers ("it's a natural"), the company confidently said the plan would bring a "new era" to premium buying. One asset is the 2,000 Triple-S and Gold Bond merchandise-buying and redemption personnel who are doubling in brass on the project.

■ Said a Performance Incentives executive: "We've got the purchasing power and the gift background, especially in things desired by the housewife." He added that the company's new 100-page catalog was being augmented by travel folders and "specialized campaign" pieces.

■ Initially, advertising for Performance Incentives will be a $20,000 direct mail drive to corporation executives via Kastor, Hilton, Chesley, Clifford & Atherton, agency for Triple-S. Media such as business magazines "definitely" will be added later.

The organization is headed by William H. Preis, also president of Triple-S; John O. Young, vp of sales; Peter M. Kenyon, sales manager; J. F. Elmer, vp of merchandising; Bert Shepard, vp of Grand Union, who is secretary; and George B. Sanford, creative director. May Cerone, advertising director for two other Grand Union subsidiaries (Stop and Save Trading Stamp Corp. and Grand Union route division), has taken over Performance Incentives' advertising. The company likened its own operation, in some ways, to "that of an advertising agency. We do our own planning, write copy, and make layouts."

■ Total volume of the U.S. trading stamp industry has been estimated at more than $600,000,000. Including all contenders, Gold Bond said it ranked No. 3 and Triple-S No. 5 (S&H is No. 1 with a market share exceeding 50%, according to one source). Triple-S and Gold Bond combined hold 15% nationally and 50% of the eastern seaboard, it was said.

Gold Bond spends an estimated $3,000,000 annually on advertising, while the Triple-S budget is $1,000,000, including its share of the catalog outlay. #

Smart advertisers are putting extra emphasis on...

the fabulous YOUNG FAMILIES with children MARKET

To be specific, families with children spend 76% more for goods and services than do families without children. They spend 94% more for foods; 157% more for footwear; 56% more for women's and girls' apparel; 86% more for boys' and men's apparel; 76% more for housing; 86% more for furniture; 94% more for household appliances; 170% more for cleaning and polishing preparations; 70% more for household utilities; 56% more for automobiles; 86% more for gasoline and oil; 112% more for recreation.

U.S. Dep't of Commerce, Study of Consumer Expenditures, Incomes and Savings.

ONLY PARENTS' MAGAZINE GIVES YOU VIRTUALLY 100% CONCENTRATION IN THIS BIGGEST-SPENDING MARKET!

COMMENDED by PARENTS' MAGAZINE

This Seal UPS sales! Ask about its use on your brand today.

Parents' MAGAZINE & BETTER HOMEMAKING

Parents' Magazine Circulation	Children in Parents' Magazine Families	Monthly Readership
1,850,000	4,250,000	8,235,000

NEW... FREE! 1961 MARKET DATA BOOK giving valuable information about big-buying families with children. Write for your copy. 52 VANDERBILT AVE., N.Y. 17

A Slice of LIFE in Chicago

53% of a group of consecutive buyers of refrigerators at Polk Bros. in Chicago had read a specific issue of LIFE. (Look, 39%; Post, 23%.)

The primary job of an ad
vertising medium—whether
it's matchbook covers or ma
azines, skywriting or spot T
—is to reach potential c
tomers. Not just people,
customers.

For as every mark
knows—in most cases
less than half of the
account for **far mor**
half of his sales.

The people with t
ness to buy; the nee
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taste and good livi
to buy; and finally,
to buy—they are
customers. The re
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A marketer
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A Slice of LIFE in Baldwin, L.I.

53% of the best customers of Food Fair in Baldwin, L. I. read a specific issue of LIFE. (McCall's, 37%; Look, 32%.)

Sometimes, when all of us get too engrossed in multi-million circulation and **national** coverage, it's good to get a look at how effectively this national circulation reaches **customers** in every nook and corner of the nation.

It's one way to get an answer to the frequently asked question: **"Do the people who buy the products I sell read the magazine I advertise in?"**

Six months ago, Alfred Politz Media Studies and LIFE began this continuing study to find out whether **known** buyers had read a **specific** issue of a **specific** magazine.

First, people were identified—by sales slips, charge-account lists or actual purchases—as **customers.** Then, in Politz interviews, they identified themselves (or didn't) as **readers** of **given** issues of **given** magazines.

In a great variety of retail outlets, in many sections of the country, at least 65% of these identified buyers had read **at least one** of the three most widely read magazines.

And in almost every case, the one magazine most widely read of all was LIFE.

To give just two more examples:

72% of the best customers of Wienicke's Hardware Store in Glencoe, Ill., read a specific issue of LIFE. (Post, 36%; Better Homes, 23%.)

57% of a group of known buyers of mattresses at Barker Bros. Furniture Store in Los Angeles read a specific issue of LIFE. (Better Homes, 33%; McCall's, 23%.)

The study is called "A Slice of LIFE." Your LIFE salesman has it to show to you.

LIFE

A Slice of LIFE in Rockville Centre, L.I.

60% of the households who had recently bought new cars at Hayes Oldsmobile, Rockville Centre, L. I., were reached by a specific issue of LIFE. (Look, 42%; Post, 29%.)

Why bring up Rockville Centre, L. I.?

Because in the last analy-
after all the tumult and
shouting, the most im-
ant way any advertising
um should be judged is
requently the people it
turn into **customers**
outlets.

lfred Politz Media
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(along with a
of other kinds
was as good a
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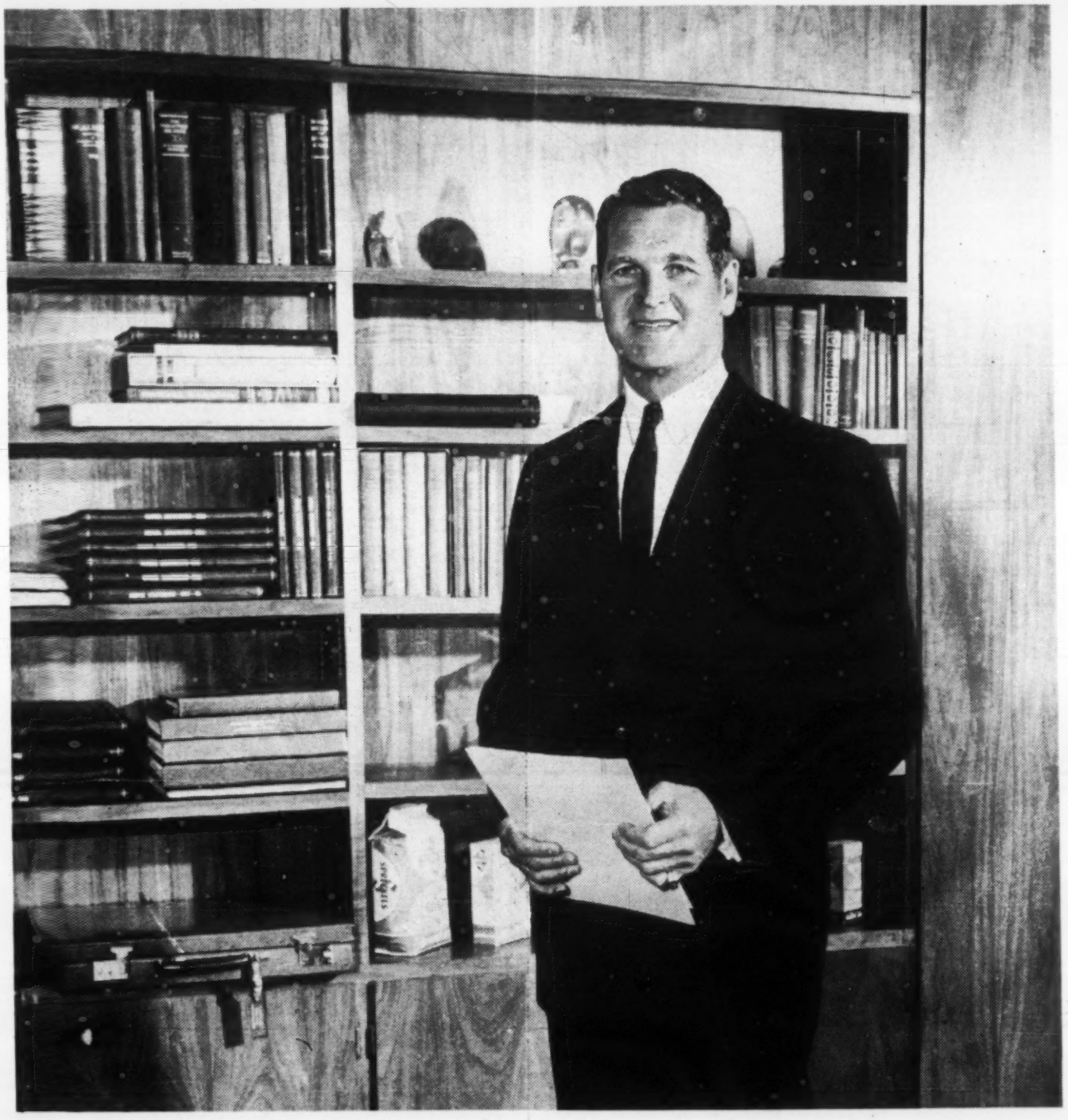
"I read The Chronicle every morning."



Charles de Bretteville **President, Spreckels Sugar Company**

Charles de Bretteville, who still looks as trim as he did when he won varsity letters in golf and swimming as a Stanford undergraduate, puts in a vigorous day as president of Spreckels Sugar.

Mr. de Bretteville served in the Navy in World War II, rising to lieutenant commander. Since then he has spent his time in Spreckels management and he now directs the operations of the largest beet sugar company in California.

He also serves as a director of the Bank of California, Safeway Stores, Bishop Oil, and Clear Lake Water Co.

He always starts his busy day by reading The San Francisco Chronicle.

Mr. de Bretteville is one of a distinguished group of Bay Area citizens who have been awarded The Chronicle Gold Medal for public service.

San Francisco Chronicle

Represented by Sawyer Ferguson Walker